

Southern **HARDWARE**

*Louisville
Slugger*
SOFTBALL
Bats

STL

EVERWHERE SOFTBALL IS PLAYED

Send for free Louisville Slugger
Baseball and Softball Catalogs in full color.
HILLERICH & BRADSBY CO., Louisville 2, Ky., Dept. SH.

Also Manufacturers of Louisville Grand Slam Golf Clubs

LOUISVILLE SLUGGER
HILLERICH & BRADSBY CO.
LOUISVILLE, KY.

LOUISVILLE SLUGGER
HILLERICH & BRADSBY CO.
LOUISVILLE, KY.

NOW!

THE BIGGEST STORY IN SCREEN CLOTH!

**BIGGEST AD CAMPAIGN
BEHIND ANY SCREEN CLOTH!**

**HERE'S HOW TO PUT THEM
TO WORK FOR YOU!**

**IDEAL FOR EVERY
EXTERIOR USE...**

Longest Lasting Screening You Can Buy!

**HERE'S PROOF THAT LUMITE* SCREENING
OUTLASTS ALL OTHER KINDS!**



Can't be beat for durability! In actual comparison tests under the worst exposure conditions, LUMITE saran screening resisted the effects of weather outdoors *better than ALL other kinds of screening!* LUMITE is unharmed by salt air, humidity, city soot and acid smoke.

Further tests proved LUMITE has the strength to take harder blows without bulging or breaking than ALL other kinds of screening!

Save work, money these 3 ways:



1. NO PAINTING
No varnishing needed to preserve LUMITE because weather outdoors has practically no effect on LUMITE. Ideal for every exterior use.



2. NO UGLY STAINS
Covered by screen rot or other corrosion because LUMITE screening is made, not of metal, but of rustproof, corrosion-proof saran.



3. FEWER REPAIRS,
fewer replacements over the years, because LUMITE lasts longer and is actually more resistant than ALL other kinds of screening!

RUSTPROOF, CORROSION-PROOF

LUMITE

SARAN SCREENING

Free sample and folder. Write: Dept. AM-24, Lumite Division, Chicopee Mills, Inc., 40 Worth Street, N. Y. 13, N. Y.

Top Quality

FOR THE FARMER'S DOLLAR



Most farmers are long-range planners—and careful buyers. They know that only high-quality fence pays off in extra years of durable, dependable service.

That's why it's wise to sell Bethlehem Fence. Your customers recognize the Bethlehem emblem—consider it a promise of superior farm products.

One glance at Bethlehem Fence tells why it does a good job, year after year. Inspect the well-made hinge joints. Test the strength of the tough steel wires. Examine the smooth zinc coating that wards off rust.

Made in all standard styles and sizes, Bethlehem Fence goes up faster and lasts longer when it's installed on sturdy, easy-to-drive Bethlehem Steel Posts.

Talk over your fence needs with your jobber today. And ask him about the other top-quality steel products shown below.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation.



Bethlehem Fence can take it! This advertisement is typical of our current campaign in farm magazines.



BARBED WIRE



BALE TIES



AUTOMATIC
BALING WIRE



NAILS AND STAPLES



FENCE POSTS



CLOTHES LINE



"Our paint department is successful and profitable..."

**... because we have featured the Pee Gee line
exclusively over a long period of years."**

**R. P. London, Jr., President
London Hardware Company
Johnson City, Tenn.**

Mr. London keeps the Pee Gee line right up front in his big, recently remodeled store. His progressive further comments are instructive:

"The reason for remodeling is, of course, to keep abreast of the times . . . in merchandising, display, and the many other factors that make a modern retail store. But . . . through the years and all the changes . . . we continue to feature the complete Pee Gee Line for a very definite reason. We have found that Pee Gee too, believes in remodeling, in keeping abreast of the times, in improving and developing their products, in introducing new prod-

ucts, and in continually striving to help their dealers do a better selling job.

"As we continue to grow and expand, we have an ally in the management of Pee Gee, with the same goal as ours . . . to serve the public better."

We at Pee Gee underlined those words of Mr. London's, because that's the clearest statement of Pee Gee's dealer policy we've ever read!

If you want a profitable, successful paint department from the very start, we suggest you investigate a Pee Gee dealership . . . as Mr. London did a good many years ago!

PEASLEE-GAULBERT

PAINT & VARNISH COMPANY
223 N. 13th Street, Louisville, Kentucky

Serving the South Since 1867

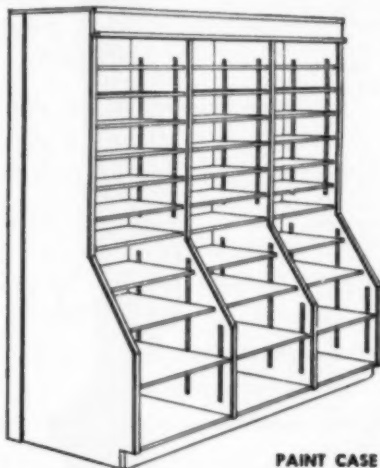


Some Frank Information About Building Store Fixtures Yourself!

"Can I build my own store display counters and fixtures?"

This question periodically comes up in the minds of some hardware dealers who are planning modernization. The answer is "yes" you can, but whether you should or not is an entirely different story.

Many retailers are under the impression that the cost of ready made fixtures is high. Without investigation they assume factory-built units are priced out of reach. Actually in the case of Streater built fixtures this is not true. But let's dig into facts for the real picture. Take a specific example. Say that you are interested in building a paint case, one of the easiest units to build yourself. First, determine the lumber necessary for such a cabinet.



PAINT CASE

This is what you'll need:

- 3—2x4-8 No. 1 Select Fir
- 1—2x6-8 Clear Soft Maple
- 30 lf. 1x2 Hard Maple Nosing
- 32 lf. 1x1 Hard Maple
- 1—1x4-16 Clear Soft Maple
- 1—1x6-8 Clear Soft Maple or Pine
- 6 Fir Panels 3/4-48x96 AA Exterior, Resin Sealed
- 3 Gum Panels 1/4-36x96 Good 1 Side
- 72 ft. Metal Shelf Standard KV No. 255
- 120 Shelf Clips KV No. 256
- 8 ft. Weldtex Plywood 1/4x6"

To check lumber cost we asked one hardware dealer to obtain costs from his or any lumber dealer he desired on the above requirements. He contacted a number of lumber dealers and the lowest price on material for this paint case was \$127. This was for lumber only and DID NOT include nails, glue or screws.

Don't take our word for it, check these lumber costs in your own community. Your state association sells this Streater unit ready for painting at only \$134. This price also includes half of the freight charges and the guidance of experienced association store engineers. Now, is it worth spending two days building this case yourself to save \$7? Because many items are not handled by local lumber yards, in building home made fixtures, it is often necessary to substitute soft pine or fir in place of hard maple and to substitute lower grades of plywood for water proof resin sealed fir and hardwood plywoods.

This is just one example to show that whether you build it yourself or buy from Streater, the cost is practically the same. The same, that is, unless you place a value on your time.

Now why are these prices so low? Here is why. Your hardware associations throughout the country are pooling their fixture requirements enabling Streater Industries to give you these advantages.

1. Streater Industries buys fine resin treated fir plywood in large quantities and in special sizes that eliminate cutting waste. These extraordinary savings more than offset the labor cost of building the fixtures.
2. Streater has the finest skilled craftsmen, all specialists in making hardware store fixtures.
3. Volume production permits the use of specially designed jigs and machines, making the labor costs only a fraction of what they would be with ordinary hand methods.

Equally important is the fact that association engineers are in the field constantly testing new designs, evaluating new merchandising methods and how it effects fixture display utility.

Maybe building your own fixtures will be fun and give you a certain pride, but think how much more valuable this same time can be used in developing new promotion plans, new merchandising methods, waiting on customers (or just goin' fishin'.)

If you're planning to modernize your entire store or merely add an island display, contact your retail hardware association. An engineer will come to your store and give you unbiased advice. He will help you determine whether it will be better to use Streater-built unfinished fixtures or whether your greatest savings will be realized by using the finished fixtures complete with the association merchandising service. Only members of state hardware associations are entitled to these savings.

Streater INDUSTRIES, INC.
SPRING PARK, MINNESOTA

SAVAGE SALES CALENDAR

1952

APRIL

1952

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

We've got his number...

When Mr. Woodchuck pops up this spring, your customers will be ready for him... when you sell them these nationally known, nationally advertised Savage rifles. They're popularly priced favorites for varmint shooting, small game hunting, plinking and informal target shooting.

SAVAGE MODEL 29

For shooters who want fire power—one fast shot after another—show them Model 29—the ".22" with the SHORT slide action. Just a flick of the wrist ejects and loads cartridges smoothly, surely, without disturbing aim or rifle position. And, here are some *real* features to make your selling easy: Dependable, hammerless action... one-piece bolt removable without tools for cleaning... single takedown screw... American Walnut stock... extra long semi-beaver-tail slide handle, grooved for firm grip... large capacity tubular magazine... And a price that makes Model 29 one of the finest values in the ".22" field!

SAVAGE MODEL 342

Here's a rifle you can be proud to show your varmint shooting customers. Model 342 is a flat-shooting, *extremely accurate* rifle, especially designed to provide the full ballistics potential of the popular and efficient .22 Hornet center-fire cartridge. *It's the lowest priced Hornet on the market*, yet it is quality built throughout... handsome walnut stock, smooth working bolt action, fine sighting equipment—perfectly balanced for quick, sure handling.

You also can offer this rifle in a deluxe grade (Model 342-S)—with special sighting equipment, receiver tapped for Weaver scope mount. Checkering on grip and forearm.

SAVAGE ARMS CORPORATION

Firearms Division

Chicopee Falls, Mass.



First in the Field

SAVAGE

SAVAGE • STEVENS • FOX Rifles and Shotguns

SAVAGE • WORCESTER Power and Hand Lawn Mowers

SAVAGE MODEL 29

Hammerless, slide action
.22 cal. Rifle

SAVAGE MODEL 342

.22 Hornet cal.
Repeating Rifle

Raise your sights with SAVAGE in 1952!



Seasonal displays of products for the clean-up jobs around the home . . . laundry work . . . window washing . . . trash, garbage, and ash disposal, etc. . . should take advantage of the famous J&L name on galvanized ware. It's a name that stands for leadership and high standards of manufacturing. J&L Ware is a smooth line to handle. It *sells* with little time and effort on the part of your sales people . . . and, it's priced to cover the big volume market with a healthy profit for the dealer. See your local Hardware Jobber. He will provide you with prices and information on delivery schedules.



J&L STEEL BARREL COMPANY
NEW YORK 17, NEW YORK

Subsidiary of: JONES & LAUGHLIN STEEL CORPORATION
galvanized ware plant, TOLEDO, OHIO and ATLANTA, GEORGIA

The J&L trade mark
is an invitation to
buy at your store!



One source of supply for all these steel products



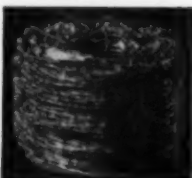
U-S-S AMERICAN FENCE, the South's favorite farm fence. There's more in use than any other brand...it must be good!



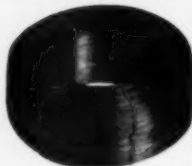
U-S-S TENNESEAL V-DRAIN ROOFING is winning more new friends every year because of its practical design, strong construction, and long service life.



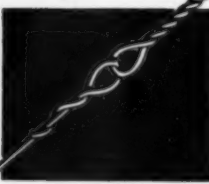
U-S-S AMERICAN BARBED WIRE is made in five styles. All are characterized by high tensile strength, strong barbs, and heavy galvanizing.



U-S-S TENNESSEE STUDDED "T" POST drives easily, anchors firmly, is economical and practical from pasture to poultry yard.



U-S-S AMERICAN TIE WIRE is specially made for use with automatic pick-up balers. Its guaranteed toughness and strength keep bales neat and tight.



U-S-S BLUE BONNET BALE TIES for tying straws, alfalfa, bagging, paper and other materials. Strong, yet pliable for easy tying.



U-S-S TENNESSEE NAILS AND STAPLES are made for all home and farm purposes in a wide variety of sizes and shapes. Carry a complete line.

TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL COMPANY, GENERAL OFFICES: FAIRFIELD, ALA.

DISTRICT OFFICES: CHARLOTTE • HOUSTON • FAIRFIELD • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

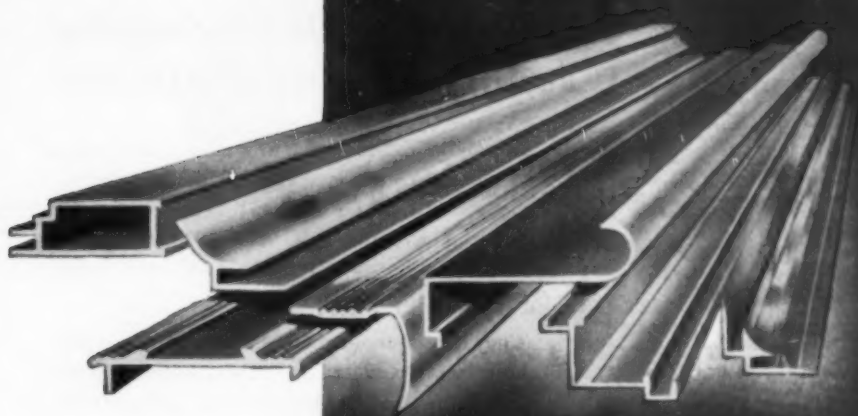
UNITED STATES STEEL EXPORT COMPANY, NEW YORK



UNITED STATES STEEL

Now's the time . . .

TO PICK A DEPENDABLE
SOURCE FOR ALUMINUM
METAL MOULDINGS



*Tie up with the
DEPENDABLE NAME
in Metal Mouldings*

The aluminum moldings which Youngstown Manufacturing, Inc. produces and sells are known for dependability and long life. They are the highest quality extruded aluminum moldings. They are made up of aluminum alloy which is extruded under the highest quality control.

If you are looking for aluminum moldings, write to The Youngstown Manufacturing, Inc., 100 N. 5th Street, Youngstown, Ohio.

prompt service to your inquiry.

**YOUNGSTOWN
MANUFACTURING, INC.**

SUPERIOR

Fast-Selling CAMILLUS KNIVES

Nationally Advertised to Build Business for You

Beautiful
STEAK SET
with
Permanized
Edges . . .



Special formula stainless steel. Double tempered, ground and hand-honed to the amazing Permanized edge . . . defies dulling. Lovely handles. Serrated tips slice through thickest steak with graceful ease. Six knives in handsome hardwood block.

CAMILLUS
has the edge!

Finer, Sharper Knives for Every Purpose

You'll marvel at the fine quality of CAMILLUS knives with the super hard steel blades and hand-honed Permanized edges. See the complete line at your dealer's or write for illustrated catalog.

No. 21 Pony Jack Knife
Popular with men everywhere.

No. 88 Camp Knife
For huns, hunters, and essentially used in Service.

No. 27 Electrician's Knife
Sturdy & practical for all craftsmen.

Buy American
Buy the Best
Buy Camillus

Camillus Cutlery Company, Camillus, N. Y.

Use Them to Point Up Sales-Compelling Displays Featuring the CAMILLUS Lines

Almost 12 million magazine readers are going to see and read about leading items in the famous CAMILLUS line. They'll see them in the Saturday Evening Post, and in Good Housekeeping . . . just as they have seen other CAMILLUS advertising for years.

They'll read about the popular CAMILLUS steak knife set No. P-122 . . . the CAMILLUS pony jack knife No. 21, outstanding favorite with men everywhere . . . the CAMILLUS camp knife No. 99 that appeals to both men and boys and particularly to men in the Service . . . and the CAMILLUS electrician's knife No. 27, representative of a whole group of trade and work knives.

Spotlight These Knives Where Your Customers Will See Them.

Surveys prove that mass display of impulse-sale items boosts sales as high as 30%. Get your CAMILLUS displays in order — ask your distributor about the new ones. Write CAMILLUS for free signs and promotion material—they'll boost your sales surprisingly.

Be sure you have the advertised items in stock, plus an ample selection of other CAMILLUS knives and household knife sets. Ask your distributor now, or write direct for a complete catalog.



No. D-11
CAMILLUS
HOUSEHOLD
CUTLERY
DISPLAY

No. 46-24
CAMILLUS
POCKET KNIFE
DISPLAY



CAMILLUS CUTLERY COMPANY

66 Genesee St.

Camillus, N. Y.

CAMILLUS
has the edge!



COMPLETE LINES OF POCKET KNIVES AND HOUSEHOLD CUTLERY



Here's what Dealers say:

"...If you can't send Opal, notify us."

"...Ship only Opal."

"...35 rolls—and please be sure it's Opal."

"... You spoiled me for other screening."

"... Same as the last time ... Opal, with the ruler marks on the side."

But — there's no substitute for Opal!

Only the real thing—OPAL—gives you perfection in insect steel screening. It's made by the originators of dull finish electro-galvanizing. And every production step, from the drawing of the wire to the final packaging, is supervised by craftsmen recognized throughout the industry. No wonder OPAL delivers all the selling features, all the extra advantages you and your customers want. Count them ...

Multi-Strand Edge

... the exclusive feature that gives extra strength, perfect wire alignment, better tacking surface.

No Roll-Back

... lies flat when unrolled ... can't snap back.

Measure Edge

No fumbling with rulers ... Opal Screening is plainly marked in six-inch and one-foot measurements.

Uniform

... precision-drawn wire, expert weaving ... these make Opal the most uniformly perfect screen you can buy.

Even

... no stretching or pulling during installation ... fits frame perfectly on all sides.

Appearance

Full-gauge, hard-drawn steel wire with weather-proof white satin finish.

Opal is the screening for building volume, repeat sales, profits. Order yours now!

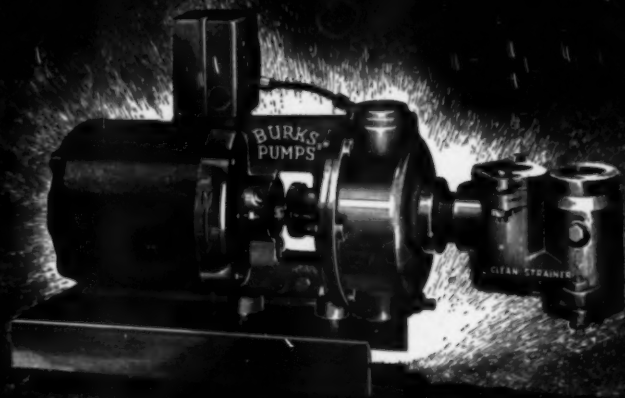
Fitting Companions ...

... to Opal are Aldura, the new Alclad aluminum alloy that doesn't stain, and Liberty Bronze, a superior full-gauge wire that defies weather.

**NEW YORK WIRE CLOTH
COMPANY**

New Canaan, Connecticut

Now, More Than Ever, QUALITY Is Important



BURKS PUMPS—the only pumps with the LIFE-LOK feature—last up to 40% longer than others, deliver more gallons per minute, and provide like-new performance when ordinary types would be worn out. Now, more than ever, such quality is important.

BURKS
SUPER-TURBO
PUMPS

DECATUR PUMP COMPANY • 33 ELK STREET • DECATUR, ILLINOIS



Planes for every purpose — Block, Bench, Rabbit and Router. All built to the highest standards of excellence in design, workmanship and finish.



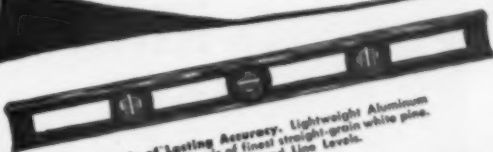
New No. 966 Sander-Buffer. The only rotary sander-buffer with orbital attachments for fine-finish work. Other attachments for wire brushing, grinding, drilling, paint stirring.



Hand Saw Blades in colorful, compact, self-selling displays. Super-flexible, super-tough "Tuf-Flex" — finest of all general-purpose hand saws. Remarkable, high-speed "Tuf-Flex" — the new, hard alloy steel.



Hand Saw Frames. A wide variety of styles and sizes — each an outstanding value in its field.



Levels of Lasting Accuracy. Lightweight Aluminum models. Wood levels of finest straight-grain white pine. Handy, low-cost Torpedo and Line Levels.



"London Atom" and "All-Steel" Mitre Boxes. For years, the first choice of professionals for fast, easy, accurate work.



Electric Drills, Kits and Stands. High performance, general utility line. 1/4" and 1/2" sizes. More powerful than any comparable drills on the market.

Fine Tools at their BEST

MILLERS FALLS TOOLS

SINCE
1868



2-Speed, 100° Angle Buffing and Sanding Attachment. Fits any 1/2" electric drill. Complete kit in eye-catching, self-sale display package.



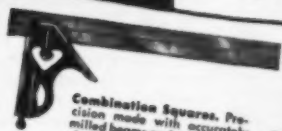
Screw Drivers — Plain, Ratchet and Offset. Highest quality alloy steel. Each blade torque tested to rigid standards.



Automatic Drills. Automatic line, known the world over for quick, one - hand, small - hole boring.



Bit Braces. Traditionally, the world's top line of quality braces. Plain and Ratchet models for every need and every pocketbook.



Combination Squares. Precision made with accurately milled beams and graduations clearly etched — not stamped — on blades.

Spiral Ratchet Screw Drivers. With or without return spring. Fast and smooth-acting. Drive and draw screws automatically.



Hand and Breast Drills. Sturdy, smooth-acting, built for a lifetime of fine performance. The favorites of experts for more than half a century.



No. 725 "Host of Saws." Cuts most anything — most anywhere. Blades turn and lock in 8 positions. One of the handiest tools a man can own.



For generations, craftsmen have known you can always count on Millers Falls for the newest and best in tools. Send for Catalog 49 — 176 pages illustrating and describing the greatest line in Millers Falls 64 years of quality toolmaking.

MILLERS FALLS COMPANY
Greenfield, Mass., U.S.A.

THIS LITTLE BOOK makes friends for you and GREEN SPOT*

Here's light, amusing reading your best customers will enjoy. Famous cartoonist and writer, *don herold*, and authorities on lawncare put it together as your Green Spot service to your customers. This spring make sure every one of your customers gets a free copy.



Now's the time to get the complete Green Spot merchandising story from your wholesaler. Get the whole story on the most terrific sell-all window display in the garden field today. No fixed assortment or minimum order required.

This tested, 3-panel full-color display makes your store the "Garden Headquarters" in your community.

It's an unselfish display, too, because it pushes related garden items in addition to Green Spot merchandise. Why, in numerous cases, dealers like yourself who tried it out re-

ported related garden sales increases up to 100%.

Talk to your wholesaler this week. Tell him you want to identify your store with Green Spot national advertising in leading magazines.



WEATHER-MATIC - Twin-Dial Power Heads

Here's the finest sprinkler of them all for postage-stamp lawns or fifty-foot lots. It's completely adjustable for any distance from 10 to 50 feet. With lots of ball-bearings, this is the easiest running sprinkler you've ever seen. It leads the famous Green Spot line. Make it your leader, too.

There's a special Green Spot accessory for every gardening need in

America's most complete, high quality line of garden hose fittings. And see how splendidly they are packaged! Easy to handle! Easy to spot on the shelf! Snappy-looking, metal-edge, sturdy boxes in yellow and green remind your customers of their needs. So they do a selling job, too, all by themselves!

And Green Spot gives you bin price tickets to promote every item — and product display cards that sell for you.

You can keep yourself in a profitable spot all spring and summer. Just talk to your wholesaler about Green Spot. Do it this week. Merchandise available in accordance with metal limitations.



See your wholesaler or write Merchandise Division, Scovill Manufacturing Company, 34 Mill Street, Waterbury 20, Conn.

Green Spot

KEEPS THAT SPOT GREEN

Sprinklers • Hand Sprays • Hose Nozzles • Quick Connectors
"Y" Connectors • Couplings • Hose Menders • Clamps • Goosenecks



A PRODUCT
OF SCOVILL

*Reg. U. S. Pat. Off.



PFLUEGER REELS

*"A Favorite
for Any Angler"*

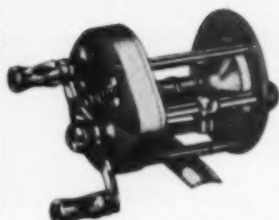
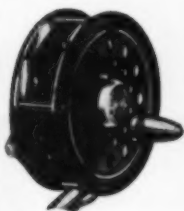
Pflueger Reels have proved their dependability for millions of men and women all over America. Pflueger styles and sizes offer a choice for selection and give more per dollar of what every fisherman wants.

THE ENTERPRISE MFG. CO.
AKRON, OHIO
88 years making fishing tackle



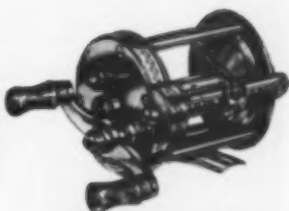
PFLUEGER MEDALIST "FLY-ROD" REEL

Exclusive adjustable weight to balance rod. Dual click and adjustable Drag. Stainless steel line guard.



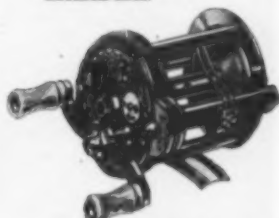
PFLUEGER SUPREME

The aristocrat of fishing reels. Complete with accessories, fine leather bag, oil, grease, etc. Finished in Satin nickel-plated.



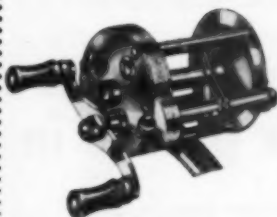
PFLUEGER SKILKAST

Helps anyone to make expert casts in a few minutes time. Mechanical thumb prevents overrunning. Polished chromium finish.



PFLUEGER SUMMIT

Exceptional quality in medium price range. Anti-back lash. Diamolite finish.



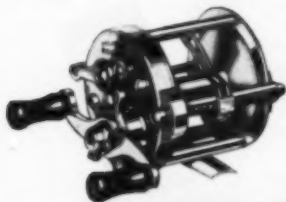
PFLUEGER AKRON

Long established in popularity, with famous Pflueger construction at moderate price. Anti-back lash. Diamolite finish.



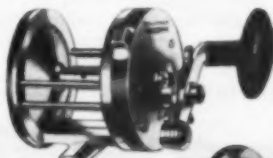
PFLUEGER NOBBY

Noted for its light weight and quick action. Anti-back lash. Diamolite finish.



PFLUEGER ROCKET

For fresh or salt water fishing. 2 1/2" plate. Level-wind, and anti-back lash. With and without Star Drag.



PFLUEGER OHIO

Popular priced trolling reel with dependable Pflueger construction. Free-spool. Star Wheel Drag. Plate sizes 2 1/4", 3 1/4", 3 1/2".

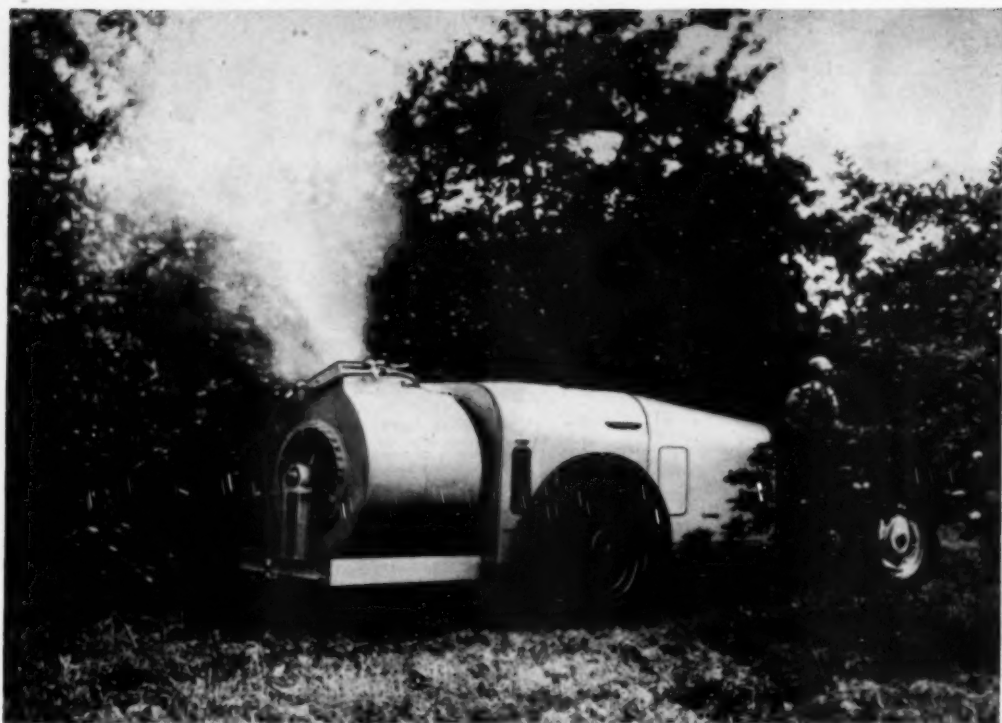


PFLUEGER AKERITE

Free-spool surf-casting reel with Mechanical Thumb, Star Wheel Drag. Gears automatically re-engage when crank is turned. 3 1/4" plate.

PFLUEGER A GREAT NAME IN TACKLE

(Pronounced "FLEW-GER")



New Myers sprayer is priced right for higher profits in a big market

The new Myers Concentrate Sprayers are the only units of their kind which make it possible for one man to do the work of six. Orchardists are buying them because they save manpower and increase fruit yield. In addition to special purpose units like these, Myers offer a wide range of small and medium size units that farmers are buying. And, as a dealer, you earn extra profits right from the start on all Myers power sprayers.

It will pay you to learn how Myers can help

you develop profitable power sprayer business in your territory. Our representative will be glad to tell you why more buyers want Myers without obligation on your part. Your inquiry will receive prompt attention and included with our reply will be the booklet "Your Future with Power Spraying." This new 12-page booklet describes profit possibilities in the tremendous new power sprayer market.



More Buyers Buy Myers!
POWER SPRAYERS



Why not write today while it's fresh in your mind.

THE F. E. MYERS & BRO. CO.
247 Orange St., Ashland, Ohio

A Big IMPRESSIVE LINE OF Easy to Sell PRODUCTS

HERE is an impressive line of quality products that will make money for you as it is doing for Building Material Dealers throughout the South. Well-known product names—consistently advertised for years—are in this line, each easy to SELL because of its dependable quality, its prestige and ready public acceptance. If you are not selling SSIRCO manufactured and distributed products—Products That Sell at a Profit—we invite you to start now. Write today . . . for information on your profit possibilities with the SSIRCO Quality Line.

What's More!

15 Warehouses at strategic points throughout the South permit SSIRCO to give you Overnight Delivery or Drive-In Pick-Up. To you that means—low inventory, less investment requirements . . . Add to that the advantage of a complete line of fast-moving products, generous profit margins, free selling-aids, and here's what you've got: The right combination that spells more profits for you.

SSIRCO

Also SALES Help

FREE Business Builders to help you SELL the SSIRCO line: Dealer Signs, Sales Literature, Displays, Radio Copy, Ad Mats.



SOUTHERN STATES IRON ROOFING COMPANY

Atlanta, Ga. Birmingham, Ala. Jacksonville, Fla. Miami, Fla.
 Montgomery, Ala. New Orleans, La. Orlando, Fla. Pensacola, Fla.
 Tallahassee, Fla. Tampa, Fla. Fort Worth, Tex. Houston, Tex.

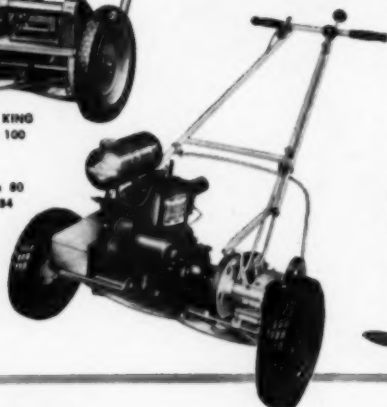
Buckeye LAWN MOWERS

**Built for Performance
Styled for Selling . . .**



POWER KING
Model 100

Models 80
and 84



Lawn mowers can be slick in appearance, light in weight and attractively equipped. But unless they work smoothly and stand up to the inevitable wear and bumps of service, they'll be a headache to both dealer and user. BUCKEYE Lawn Mowers are thoroughly reliable. Years of specialized manufacturing experience assure the efficient performance for which they are noted. Modern engineering and materials give them every desirable feature, including streamlined styling. And MAST-FOOS competitive pricing provides the dealer who handles them with a final convincing advantage that closes sales quickly.

POWER MOWERS

BUCKEYE Power King Model 100 is a thoroughly practical, good looking, fast working machine. Reliably powered with 4-cycle motor, 5-blade reel; 20" cut; positive-action clutch; enclosed chain drive; 10.50 x 1.75 tires. Models 80 and 84 for more extensive lawns, offer a 24" and a 28" cut; motor developing up to 2 H.P.; automotive type, bevel gear, wheel differential; 3.00 x 12 tires. Also riding models with wider cuts.

HAND MOWERS

From the 7-blade Regal to the 5-blade Air Lite, every BUCKEYE Hand Mower runs easily, cuts evenly, wears famously. All have chrome alloy steel ball bearings; crucible steel blades; 10" wheels with semi-pneumatic tires; and the light weight that appreciably lessens mowing effort. Here are hand mowers to fit every level of trade. You can't offer your customers better values.

Be sure to obtain complete information on all models of BUCKEYE Lawn Mowers. Ask your jobber, or write direct to address below.



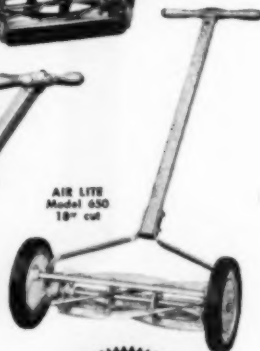
REGAL
Model 700
16" cut



FEATHER LITE
Model 365
16" cut



DELUXE
Model 550
16" cut



AIR LITE
Model 650
18" cut

MAST-FOOS

MANUFACTURING COMPANY

SPRINGFIELD, OHIO

POWER & HAND LAWN MOWERS

LAWN
MOWERS
SINCE 1880

When writing, please
address Dept. LM-55

We've Got 'Em!

(Yes, we got 'em on hand ready to ship)

BIG NEW YALE Profit Package
FEATURING THE 1952

SKEETER CHEATER

Screen Door Deal



It's good news
for you, but bad
news for me

Here's the
inside story



ORDER TODAY FOR QUICK ACTION

It's Supercharged

We Send You This Start-Off Stock

Here's all you do
to hit the profit
jackpot



Three 506 Airliners (One already mounted on FREE demonstrator board) Extra durable with strong closing action, the popular Airliner is a pneumatic type closer. Compact. It requires only 2" between doors. Easy installation.

Twelve 1011 Push-Pull Catches (One already mounted on FREE demonstrator board) The perfect companion to a Yale closer, this fast-selling catch latches securely, deadlocks inside. Simple to operate and simple to install.

Two 570 Liquid Closers (One in display mount) Engineered to give years of trouble-free service despite severest of operating conditions. The Yale #570 is liquid operated for smooth closing action.

TOTAL COST
\$35.74

INCLUDES

FREE DEMONSTRATOR BOARD
FREE 570 DISPLAY MOUNT
PLUS OTHER FREE SALES-MAKING DISPLAY MATERIAL

We back you

WITH THE GREATEST
THAT EVER

PROFITS...THE YALE SCREEN DOOR PACKAGE

It's a Money-Maker!

We give You Free displays

- WINDOW STREAMERS
- ENVELOPE STUFFERS
- DIE-CUT SKEETER DISPLAYS
- NEWSPAPER AD MATS

AND these two sales-getting
counter displays



SKEETER-CHEATERS
WILL MAKE YOUR
CASH REGISTER
BUZZ WITH SALES



ON, BROTHER!
EVERY HOME
WILL WANT ONE



SKEETER-
CHEATERS END
SLAMS, TOO



WHEN WE
HIT TOWN THE
DEMAND FOR SKEETER-
CHEATERS WILL HIT
AN ALL-TIME
HIGH



AD CAMPAIGN
ROCKED YOUR TOWN

Never before has the trade been backed by power-packed Ads like these...

Yale is one to dominate America with the highest hardware advertising ever seen. Not one million...two or ten...but, over fifty million readers of Better Homes & Gardens, Saturday Evening Post and Time Magazines will see these ads—your ads, too! Come once they hit the newsstands, the demand for Yale Skeeter-Cheaters is going to hit you.

S. & S. Post—April 1966



Act Now—Order Today From Your Distributor

For immediate delivery, send your order today to your distributor. He will forward your initial merchandise and free display material

THE YALE & TOWNE MANUFACTURING CO.
STAMFORD, CONN.

Yale is a registered trade mark

6 NEW PROFITABLE REVERE WARE ITEMS!



STAINLESS STEEL MIXING BOWLS in four sizes, produced in response to insistent demand from housewives. They cannot crack, chip or break because they are solid stainless steel in the famous Revere Ware lifetime construction. Their mirror finishes banishes cleaning problems. Each has an easy-grip ring and can be hung on Revere Utensil Rack or on wall, or all four can be nested on the shelf.

STAINLESS STEEL WHISTLING TEA KETTLES in 2½ and 3 quart sizes, boast the famous Revere Ware lifetime construction and smart styling that have made the name mean quality everywhere. Unique whistle sounds pleasantly when water boils. Bakelite pistol-grip is always comfortable to the hand. Dent-resistant, strong, mirror-like finish stays new looking.

STOCK AND DISPLAY THESE SIX NEW ITEMS... THEY SELL ON SIGHT

- | | |
|--|---|
| <p>1 #901—1 Qt. mixing bowl
Retail price \$2.00
Single pack
Shipping wt. 8 lbs. per doz.</p> | <p>4 #908—6 Qt. mixing bowl
Retail price \$4.50
Single pack
Shipping wt. 27 lbs. per doz.</p> |
| <p>2 #902—2 Qt. mixing bowl
Retail price \$2.50
Single pack
Shipping wt. 12 lbs. per doz.</p> | <p>5 #2501—3 Qt. whistling tea kettle
Retail price \$3.85
Single pack
Shipping wt. 26 lbs. per doz.</p> |
| <p>3 #904—4 Qt. mixing bowl
Retail price \$3.50
Single pack
Shipping wt. 20 lbs. per doz.</p> | <p>6 #2501—2½ Qt. whistling tea kettle
Retail price \$4.75
Single pack
Shipping wt. 20 lbs. per doz.</p> |

REVERE COPPER AND BRASS INCORPORATED
Rome Manufacturing Company Division, Rome, N. Y.

HOUSEWIVES AND GARDENERS ALL OVER THE COUNTRY
Mean extra sales for you with



ROOT-LOWELL
SPRING SPECIALS
in SPRAYERS AND DUSTERS

3 BIG PROFITABLE, HIGHLY MERCHANDISED SPECIALS!

Gard-N-Gro*
Compression Sprayer



Amazing and popular new 1½ gallon compression sprayer—a favorite with the women. Easy to operate and fill. Many outstanding features including the Any-Spray nozzle. Colorful 3 color label, attractive 2 color emphasis on cover and hose.

with — clever, 3 color display card that fits right on top of the sprayer. Ideal for counter display.

NO. 400 ASSORTMENT

4-JET

Atom Spray

Returned again by popular demand this unusual, highly efficient hand sprayer assortment and its wealth of merchandising helps. Greater knock-down and kill against flies and mosquitoes makes these sprayers a must for every home. Counter display shows entire line.

Again,
by popular
demand!



ROOT DUSTERS



Exclusive 3-way adjustable nozzle



Straight Ahead Under-Leaf Right Angle

Highly popular and efficient for dusting jobs on the farm, in the garden, in industry. Available in two sizes, colorfully lithographed and with clever, sales making display. No need to stoop or squat. Adjustable nozzle allows dusting in all directions. Sturdy construction.



*Trade Mark

SEE YOUR ROOT-LOWELL DISTRIBUTOR TODAY!

Take advantage of these unusual specials. All offer generous margins of profit for dealers while selling at attractive retail prices. Outstanding merchandising helps. Order your stock today and be ready for the buying rush this spring.

For further information write or call

ROOT-LOWELL CORPORATION

445 N. Lake Shore Drive • Chicago, Illinois, U. S. A.

for **NATIONAL HARDWARE WEEK . . .**

ATKINS

"No. 95 Special"

ATKINS HARDWARE WEEK SPECIAL

Special Retail Prices Shown
Allow You Dealers Your Regular
Margin of Profit

		A REAL VALUE AT	SPECIAL
2	No. 36— Nest of Saws	\$3.90	\$2.99
6	No. 37— 10" Compass Saws	1.85	1.49
2	No. 38— 12" Compass Saws	2.10	1.69
2	No. 39— 10" Keyhole Saws	1.75	1.39



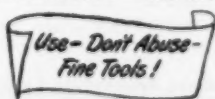
These Saws Feature the **ATKINS Patented* Black Tenite Grip Handle**

WITH THE PISTOL GRIP HOLE THAT PROVIDES POSITIVE BLADE
CONTROL FOR ACCURATE CUTS

To help make Hardware Week, 1952, the greatest event of its kind, as well as to celebrate our 95th year—ATKINS is ready to supply its thousands of dealers with the greatest saw values ever offered—and the

"ATKINS No. 95 Special" heads the list! . . . Here are Saws for every home craftsman and every carpenter. Contact your distributor NOW—see these outstanding sales-and-profit builders, each the best quality, best value for the money!

*U. S. Pat. No. D153407



E. C. ATKINS AND COMPANY

402 South Illinois Street • Indianapolis 9, Indiana

SOUTHERN HARDWARE for MARCH, 1952



You don't have to sell a **woman** on Stanley "Roll-Up" Garage Doors

If she drives—and each year more and more married women operate the family car—you don't have to sell *her* on Stanley "Roll-Up" Doors. Give her an upward-acting garage door every time . . . a door she can easily manage herself, in any kind of weather.

But drive or not, the smart modern appearance of Stanley "Roll-Up" Garage Doors appeals to a woman. "Dresses up" her home. And with the lady of the house responsible for 83% of the family's purchases*, her preferences have an important influence on the things a man buys.

That's where the Stanley trade mark on garage door equipment comes in—helps you *clinch* the sale. Women as well as men know the name "Stanley" . . . know that it stands for the best in hardware. More than a trade name, it has become, over the years, almost a household word.

Stanley capitalizes on these sales-advantages in its national advertising. Which makes it easier still—and more profitable for you—to sell Stanley Garage Door Equipment†. Write for full details.

*According to recent estimates; source of information on request.

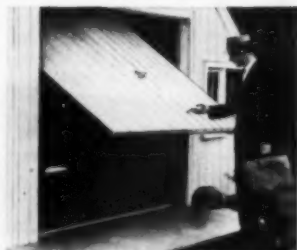
†FOR ANY RESIDENTIAL GARAGE DOOR THAT LIFTS • SLIDES • SWINGS • ROLLS • FOLDS

STANLEY

Reg. U.S. Pat. Off.

The Stanley Works, New Britain, Conn.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL



Stanley "Swing-Up" Doors

One of the most popular types of upward-acting garage doors today, Stanley "Swing-Up" Door equipment can be applied on new or old stock doors. With remodeling expected to outstrip new construction in the months ahead, "Swing-Up" Garage Doors should be among your biggest profit-builders.



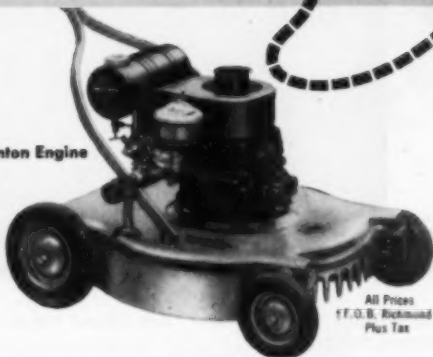
* RUBBER MULCHING ROLLER



Model 51 — \$127.95†

20" Cut—1.6 to 2 H.P. Clinton Engine

*DAVIS exclusive rubber mulching roller holds cuttings until thoroughly shredded...then spreads them evenly over lawn. No unsightly windrows.



All Prices
F.O.B. Richmond
Plus Tax

* ONE OF MANY REASONS WHY DAVIS IS DIFFERENT AND BETTER

DAVIS Exclusive—Non-Clogging Guard... Rotary Mulching Model 51 also has the exclusive drive shaft guard that cuts stems, weeds and heavy grasses that clog ordinary rotary mowers.

DAVIS Exclusive—The Flex-A-Matic Clutch... A throttle-controlled V-belt automatic transmission—with full safety release—that eliminates the need for a separate clutch control lever... and makes DAVIS Models 50, 50 and 52 the easiest to operate, safest power mowers built.

DAVIS Exclusive—Self-Aligning Bearing Sleeve... Precision automotive roller bearings with Davis self-aligning sleeve gives up to nine times the capacity of ordinary cup and cone ball bearings.

DAVIS Exclusive—Patented Unit Box... Affords greater protection, simpler stocking and easier handling... a better package for a precision product.

DAVIS Exclusive—Today's Lowest Prices... You be the judge. Just compare... model for model, hand or power—exclusive features and quality features resulting from half a century of quality-controlled DAVIS manufacturing. Compare carefully and you'll agree—DAVIS is today's lowest priced quality mower line. See your Jobber or write:

G. W. DAVIS CORPORATION

Richmond, Indiana, U.S.A. • Established 1902

Model 50/50 — \$94.95†

18" Cut
Briggs &
Stratton
and Clinton
1.1 H.P.
Engine



Model 52 — \$113.95†

22" Cut
Briggs &
Stratton
1.6 H.P.
Engine



WHISPERING

Model 57
Streamlined
Beauty and
Mechanical
Perfection

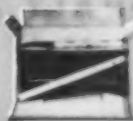


4-SQUARE Model 54

New, Improved
Smartly Styled
Davis Quality
Throughout



**Davis Unit
Boxed
Exclusive
Patented**



National
Advertising



Build Business and Profits



More and more dealers are cashing in on the sales opportunities offered by Ruberoid Roll Roofing. They know that when they sell Ruberoid, they are selling a product that will build both their present profits and their future business. Ruberoid's customer-satisfying quality and time-tested performance can mean greater sales for you, too.

In 1892, The Ruberoid Co. produced the first roll of ready-to-lay asphalt roofing ever made. Now, nearly 60 years later, genuine Ruberoid Roll Roofing still leads the field. The original is still the best! For free literature, write The Ruberoid Co., 500 Fifth Avenue, New York 18, N. Y., or your nearest sales office in Baltimore, Md., Dallas, Texas, or Mobile, Ala.

Stock these "best-sellers" for profits:

Color-Grained Asbestos-Cement Siding . . . decorator-designed duo-tone colors, straight-grain "shake" texture, fireproof, rot-proof, weatherproof. A revolutionary concept of side-wall treatment.

Dubl-Coverage Tite-On Shingles . . . the "hurricane-proof" shingle with the beautiful basket-weave pattern.

Stonewall Asbestos-Cement Board . . . the building material of 1001 uses. Rigid, fireproof, rot-proof, almost indestructible, yet so easy to "work."

The RUBEROID Co.

ASPHALT AND ASBESTOS BUILDING MATERIALS

SOUTHERN HARDWARE for MARCH, 1952



SELL D-P GLAZING COMPOUND

...performs better than "putty," pays you better, too!

When customers ask for "putty," sell them D-P Glazing Compound! Costs a little more than putty . . . but it's worth much more . . . and gives you more profit from a higher unit of sale!

D-P Glazing Compound replaces "putty" . . . easier and more efficient to use on wood and all types of metal sash. Gives customers a product for dozens of year 'round maintenance jobs. Won't harden in the can . . . always ready to use . . . easy to work . . . applies smoothly!

D-P Glazing Compound is sure to satisfy your customers . . . so they'll be back for more . . . and the repeat sales are all yours for extra profits! Display D-P Glazing Compound on top of your counter. Comes in popular consumer sizes of 1 pound and more. Phone your jobber today!



**MORE SALES
WITH THE D-P LINE!**

THE DICKS-PONTIUS COMPANY

DAYTON, OHIO ALEXANDRIA, VA. DECATUR, GA.

4 files in 1



**Just the thing for
Householders, Hobby Craftsmen,
Farmers, Repair Shops,
Auto and Boat Owners**

HERE'S a rasp-file that outgrew its name. It was originally designed for shoemakers. And it's still called a "shoe" rasp. But with four types of cutting surfaces, users find it "as handy as a multi-blade jackknife." It can be used on hundreds of jobs—on wood, metal, plastics, leather, etc. On flat, concave or convex surfaces. It is practically—

FOUR FILES IN ONE. . . . One side is half *Flat file*, half *Flat rasp*; other side is a *Half Round file* and *Half Round rasp*. And the quality is typically Black Diamond, to wit: Excellent.

HEAVILY ADVERTISED. This unique file-and-rasp idea is being introduced to millions through big-circulation magazines like *Popular Mechanics*, *Popular Science*, *Mechanix Illustrated*, and six leading farm publications. We suggest placing your order early with your wholesaler, in the brand your customers know best—Black Diamond.

NICHOLSON FILE COMPANY
15 ACORN STREET, PROVIDENCE 1, R. I.
(In Canada, Port Hope, Ont.)



BLACK DIAMOND FILES FOR EVERY PURPOSE

Expert Insurance Buyers Agree BUSINESS INTERRUPTION INSURANCE Is One of The **ESSENTIAL** Coverages



100% FEDERATED POLICYHOLDER!

The Brownlee Implement Company, Emmetsburg, Iowa is a 100% Federated Mutual Policyholder for Business, Home, and Car! Responsibility for the complete program is placed in ONE man's hands—the Friendly Federated Man, who in turn represents only ONE insurance company—Federated Mutual, Owatonna.

tonna, Minn. Since Federated is a mutual company, a substantial total in dividend savings is returned to the Brownlee Implement Company each year.

Obviously the Brownlee Implement Company believes in Federated. We in turn are extremely proud of our association with the Brownlee Implement Company, and the modern, progressive type of dealers throughout the country which they exemplify.

Better Dealers and Association Membership

A list of the better dealers in any state will usually be almost synonymous with the trade association membership. There are exceptions of course. But, by and large, the better type of dealer usually has the vision to see the need of the association, the sense of responsibility to support it, and the good business sense to know that it pays to belong. Better dealers help build strong associations and visa versa.



"ARE YOU FULLY COVERED?"



Inside Dope

and he IS a dope if he depends on old fashioned methods for crime protection. YOU should depend on our Comprehensive Crime Policy which fully covers your business against criminal loss. The cost is low. Ask your Friendly Federated Man!

Of the many forms of insurance protection available, which coverages are essential to your business?

How Serious The Risk?

One class of loss which may occur to your business in the small one—the loss which it would be desirable to insure against with coverage which we might call *optional*. Next there are the *important* coverages protecting against losses which might be severe, but which could possibly be met out of profits. At the top of the list are the *essential* coverages protecting against losses which could prove disastrous. Among the *essential* coverages, men who know insurance and the needs of business have long listed Business Interruption Insurance.

Forty Three Percent Fail to Reopen

The reason for this is that 43% of the concerns suffering loss by fire or other disaster never reopen*. In most of these cases the property insurance covering physical damage was not enough. Earnings stopped abruptly but expenses continued. There was no insurance for the loss of income.

Be Sure You Have The Essential Coverages

Business Interruption Insurance will pay you what you would have earned had no fire or other disaster occurred. Your Friendly Federated Man will be glad to discuss the *essential* coverages for business with you. For his name consult the pages of your classified directory or write Federated Mutual, Owatonna, Minnesota.

*Figures from Dun & Bradstreet Inc.

Questions about Insurance?

Ask *Federated's*
QUESTION BOX

Q. Is the insurance company liable for damage by smoke or water in connection with a hostile fire in an adjacent building?

A. Yes. Because fire is directly accountable for the loss by smoke or water.

Federated Mutual

IMPLEMENT and HARDWARE INSURANCE COMPANY ★ OWATONNA, MINNESOTA



UTICA'S

NEW RIB-LOCK

Pliers # 507-10

T. M. REG.



FULL FORGED RIBS

CAN TAKE IT!

AND HERE'S WHY:

CROSS SECTION VIEW OF FORGED RIBS
SHOWING STEEL FIBRE STRUCTURE



STRONG BECAUSE STEEL FIBRE STRUCTURE IS COMPRESSED
AND FORCED TO FOLLOW CONTOUR OF RIBS

EACH RIB SHARES THE SINEW-LIKE
STRENGTH OF THE ENTIRE JOINT MEMBER

Full forging of the rib joint is the secret of this new UTICA pliers. Forging makes the steel fibre structure follow the contours of the ribs as shown in the diagram above. Hence, each rib shares the sinew-like strength of the entire joint. There is

no weak point, likely to break, with this method of manufacture.

Be sure you see these new pliers! One look, one "heft", and you'll know that they live up to the standard of UTICA quality.

It pays to use quality tools



and the world's best
tools are made in U.S.A.

DROP FORGE AND TOOL
CORPORATION

UTICA 4, NEW YORK

In Canada: ADLAM TOOL & SUPPLY CO., LTD.,
MONTREAL; WALLS-IRONS, LTD., WINNIPEG

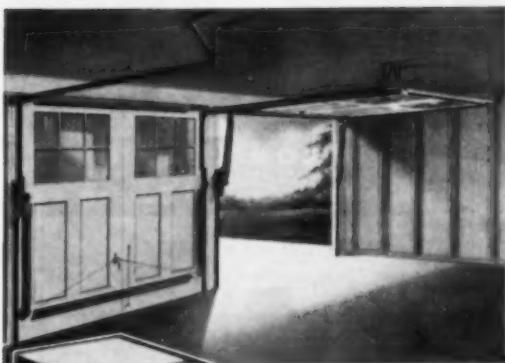
Ease of installation... Efficiency of operation makes **R-W 999** the ideal overhead garage door hardware for your customers



Quick, simple installation



1. Simple Sequence Installation of factory fitted parts makes installation easy and specific.
2. Latch integral with the door arm bracket eliminates installation of a separate part; makes a permanently substantial latch, an integral part of the sturdy bottom bracket.
3. Requires only $\frac{1}{2}$ " of headroom.



Easy, efficient operation



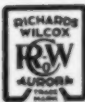
1. Self-adjusting Roller prevents binding of the roller in the track; makes operation permanently smooth and easy.
2. Spring Deflector on door arm prevents slamming of door.
3. Interlocking of Weather Strip.

For your convenience,
**R-W 999 Overhead Garage Door
Hardware is packed in
ONE BOX!**



No. 999-1 hardware for doors up to 9 ft. wide and 8 ft. high, weighing not more than 200 lbs.; No. 999-2 hardware for doors up to 16 ft. wide and 8 ft. high, weighing not more than 375 lbs. Write today for illustrated folder giving complete details.

1880



1952

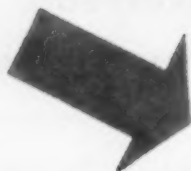
OVER 72 YEARS

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"
AURORA, ILLINOIS, U.S.A. Branches in all principal cities

SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT
INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS
ELEVATOR DOOR OPERATING EQUIPMENT

THIS ADVERTISEMENT



This advertisement appears in *Farm Journal*, *Country Gentleman*, and other leading farm publications. Another version of this advertisement is being inserted in *House & Garden*, *Popular Gardening* and *Flower Grower*.

Insist on
Planet Jr.

"Finest in the Field"

PLANET JR. GARDEN TRACTORS



Save time,
labor, money!

Here's the low-cost way to better results with a fraction of the effort. Packed with power, but handles with ease. Farm engineered attachments for plowing, disking, cultivating, mowing, fertilizing, snow plowing, hauling. A convenient power unit for many other uses. 1½, 2½, and 3 h.p. models. Also 1 h.p. All-Purpose Home-Owner's Tractor.

2½ h.p. Tractor Model 2.5
with 8" x 12" Super Cultivator

ing, mowing, fertilizing, snow plowing, hauling. A convenient power unit for many other uses. 1½, 2½, and 3 h.p. models. Also 1 h.p. All-Purpose Home-Owner's Tractor.

PLANET JR. STEELS
"Toughest of 'em All!"

They're "planetized" with an exclusive hardening process for long wear and super-toughness without brittleness. Wide selection of over 200 shapes and sizes for every job and soil condition. Mirror finished for self-scouring!

The reputation of Planet Jr., backed by 80 years' experience, means the best in hand and tractor tools including:



Better tools mean better living

Planet Jr.

FINEST IN THE FIELD

S. L. ALLEN & CO., Inc.



IS HELPING YOU SELL WITH EASE!

Cash in on the **PLUS** you get—NOW!

If you are looking for business in 1952 here is the kind of advertising that brings in those leads. Learn for yourself the punch behind Planet Jr. promotions, see for yourself the honest values packed into Planet Jr. products, enjoy the satisfaction of over 80 years of square dealing with the trade. Let us show you how to benefit most from the highly-desired Planet Jr. franchise. Write for information on the complete line.

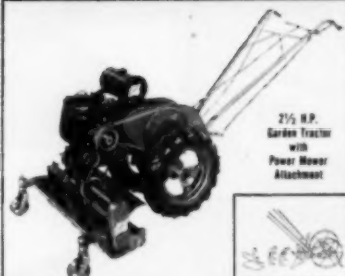


BETTER TOOLS FOR BETTER LIVING

Planet Jr.

FINEST IN THE FIELD

A COMPLETE LINE
for Farm and Garden



2½ H.P.
Garden Tractor
with
Power Mower
Attachment



2 Wheel Hand Cultivator



Hand Seeder



One Horse Cultivator



Fertilizer Spreader



Field Mower



Lawn Mower



Hand Fertilizer



Multi Row Drill



1 Wheel Hand Cultivator



Tillage Steel

S. L. ALLEN & CO., INC., 3421 North 5th Street, Philadelphia 40, Pa.

Announcing **NEW TRUE TEMPER** **DYNAMIC** **GRASS SHEAR**



**America's finest grass shear—
latest addition to True Temper's
line of top quality garden tools**

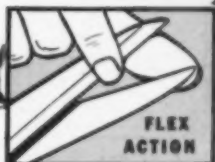
THE new True Temper Dynamic cuts faster, works smoother, fits the hand better and gives longer service than any previous grass shear.

One minute's use—and you'll know that here's the finest grass shear ever made! Blades are tempered cutlery steel, correctly shaped and beveled for efficient cutting action. All fittings are plated to prevent corrosion. Handles are fully streamlined and fit the hand comfortably as an old glove. Sparkling goldenrod yellow finish has proven customer acceptance. Like

other True Temper products, it's backed by our 100-year reputation for quality, for precision manufacture, and the use of highest quality material throughout.

You can stock and display the True Temper Dynamic Shear No. 88 with complete confidence that every sale will create more sales because of the outstanding quality, value and usefulness.

Packed 1/2 doz. in handsome counter display carton. Order from your True Temper Distributor. TRUE TEMPER CORPORATION, Cleveland 15, Ohio.



TRUE TEMPER Corporation

FOR OVER 100 YEARS MAKERS OF FINE TOOLS, FISHING RODS, GOLF SHAFTS

ANNOUNCEMENT

ANNOUNCEMENT

AMES BALDWIN WYOMING Co.

will be known as the

O. AMES CO.

Effective March 1, 1952.

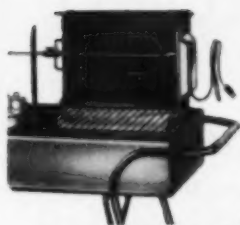
Richard Harte

President



PARKERSBURG
WEST VIRGINIA

NORTH EASTON
MASSACHUSETTS



Below: RC-38 33" high, 19 1/4" x 42" top. A deluxe grill at a price that moves it fast. Polished tubular legs. Royaltex finish. Also RC-37 same as RC-38 but with left firebox removed and sauce pans added.

Extra Accessories can be added at extra cost such as motor driven spit and upright firebox shown in insert. Accessories packaged separately.



THE NEW **ROYAL CHEF** Grills

To retail profitably from **\$4⁹⁵ to \$44⁹⁵**
with accessories to **\$79⁹⁵**

Here is the new Royal Chef line of Barbecue Grills, now in volume production. Better order now to get yours in time for Spring Selling.

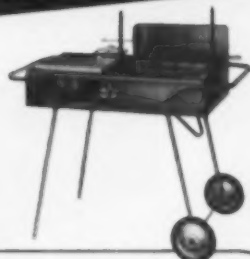
Made by the manufacturers of the famous Royal Gas Heaters, Royal Fireplace Furnishings, famous for **QUALITY and VALUE** since 1891.

Also NEW!
SPACE 1119-A
MERCHANDISE MART
Chicago, Illinois

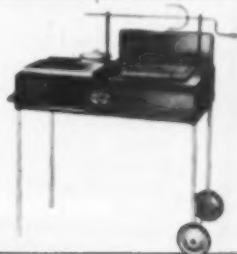
Permanent display of Royal Chef Grills, Gas Space Heaters, vented and unvented, Vented Wall Heaters, Gas Logs, Range Conversion Burners, Fireplace Furnishings.

**CHATTANOOGA
IMPLEMENT AND
MANUFACTURING CO.**
Chattanooga 6, Tennessee

Here is a new line of Barbecue Grills with features that knock your eye out and priced (with full profit to you) for real volume sales! **WE CHALLENGE ANY AND ALL COMPARISONS!**
SEE THESE MARKET VALUES!



RC-27 31" high, 19" x 34" top. A roll away model with exceptional styling and features—plus the right price for volume selling.



RC-26 31" high, 19" x 34" top. Collapsible tubular legs.



RC-22 30" high, 16" x 30" top. Collapsible tubular legs.



RC-14 14" x 16" fire box. Collapsible tubular legs. For picnics, camping.

MORE SALES—BETTER DISCOUNTS GREATER PROFITS

They're "IN THE BAG"
when you
Stock, Display and Sell
Tapatco



Check these
Premium Features.
They tell why Ta-pat-co
Sleeping Bags are Premium
Profitbuilders...

- ★ Patented foot pocket space. No other sleeping bag has it!
- ★ Kapok, or wool filling. 15 styles to choose from!
- ★ Protective canopy — for dry, warm rest!
- ★ Attached pillow — available in the best bags!
- ★ Lined with comfortable, durable sheeting or cotton flannelette!

- ★ Covered with closely woven, water-repellent material!
- ★ Big heavy duty zipper — full length on most bags!
- ★ Air mattress pocket on most bags!
- ★ Completely weather-stripped against wind and cold!
- ★ Individually boxed for easy handling!

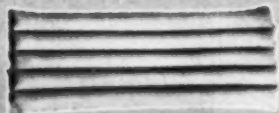
Tapatco sleeping bags are trail-tested by sportsmen to guarantee your customers the finest outdoor sleeping comfort money can buy. A complete variety of styles, sizes and prices makes certain that you'll be able to sell all your sleeping bag customers — and at a handsome profit to you. When you see your jobber about Ta-pat-co, ask him to show you Tapatco marine safety products. There's a complete line of America's finest and safest marine safety equipment. Get your Tapatco stock NOW.

THE AMERICAN PAD & TEXTILE CO.
GREENFIELD, OHIO



**NEW
LOW PRICED
FAST SELLER #50**

The best really low-priced sleeping bag on the market. Filled with full 3½ lbs. of new wool for customer satisfaction. Covered with water repellent treated material. Fitted with easy sliding zipper. A bag you can feature profitably.



AIR MATTRESS

A really good air mattress at a low price. Full size 25" x 72". Made from laminated vinyl plastic. Weighs less than 3 lbs. Can be inflated easily by mouth — no pump needed.



Convenient, Compact Display Rack — Available to dealers of Ta-pat-co sleeping bags. Easy to put up. Takes very little room. Is a natural sales aid. See your jobber or write us.



ANNOUNCING

the NEW

STANLEY

TOOL STATION

Complete with stock of 247
fast-selling Stanley Tools

Dealer's Cost

\$398.30

Complete with Tools
(Western price slightly higher)

↑ S-100D Tool Station dimensions: 5' long, 20" wide, 58" high. True island display saves wall space. →

**Put this
"MODERN TOOL SALESMAN"
to work for you!!!**

Here's a complete, self-service tool department that pays for itself in the first turn of the stock . . . and continues to pay you in extra sales and profits. Think of it! A carefully selected stock of 247 most wanted Stanley Tools — displayed in 9 square feet of floor space. Customers like its handy convenience. Dealers like its double sided, flexible design. There's a spot for everything and each tool is clearly priced and numbered — saves time, makes re-ordering easy.



Get all the facts

STANLEY TOOLS, 203 Elm Street
New Britain, Conn.

I am interested in the (Check)

STANLEY TOOL STATION ☐ ECONOMY TOOL TABLE ☐ (See reverse side)

DEFIANCE TOOL STATION ☐ (See reverse side)

Send me complete information on the items checked.

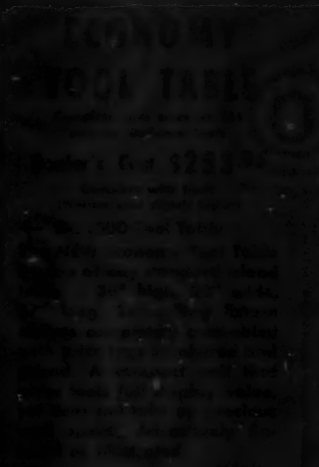
Store Name

Street

City Zone State

2

NEW MERCHANDISERS for DEFIANCE TOOLS by Stanley



HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STAIRS

Want complete information

ON THESE NEW DEFIANCE
TOOL MERCHANDISERS?

SEE COUPON ON REVERSE SIDE

Printed in U.S.A.

Yes, that is a
Genuine RED HEAD*
gun cover



Nothing sells gun covers better than **RED HEAD** brand recognition. The obvious quality of our line of gun covers adds the final clincher you must have to build sporting goods customers. It's **RED HEAD** leadership in design, construction and customer satisfaction that you can use as your most effective sales tool in selling hunting and fishing clothing and equipment. Feature the complete **RED HEAD** line, to build store traffic...it's a sure way to get sportsmen to prefer to buy in your store.

RED HEAD BRAND COMPANY
4300 W. Belmont Ave., Chicago 41, Ill.

**RED HEAD "Dura-Zip" gun covers are complete in every detail—a size, type, and price to fit every customer...the \$4.75 "Frontiersman" P80 gives you the most outstanding value anywhere! Among the RED HEAD five brilliantly executed plastic gun covers you have a sure fire gun cover sale for every purchaser.*



COSCO "Pay Days" are coming!

➔ All through the month of May, we're going all out to bring 'em all in to your store . . . with our great Cosco "Pay Days" promotion! We'll have a full page in four colors in the May 3 issue of *Life*, plus colorful, big-space Cosco selling messages in four other publications most read by your customers. May is a month of big Cosco sales opportunities for you . . . with shoppers seeking gifts for Mother's Day and bridal showers . . . and refurbishing their homes for spring! Cash in on this great Cosco promotion. Order the full Cosco line, in a complete color selection, today. Then feature Cosco in your windows and on your floor . . . and make May days your Cosco "Pay Days!"



Watch for the "BUY COSCO" Boom Set Off by a Full-Page Ad in the May 3 issue *Life* Magazine! Supporting this great "Pay Days" promotion will be a full-page, four-color *Life* ad, telling your customers to "take the Cosco way to happier home-making!" Also colorful, half-page Cosco selling messages in April issues of *Better Homes and Gardens* and *Home Beautiful*, and May issues of *Ladies' Home Journal* and *House & Garden*. Your cue to "take the Cosco way to record profits!"

Make Hay During COSCO "Pay-Days"—Use All This Free Promotion Material! Colorful, die-cut "spotties" for your displays featuring Cosco as gifts for mothers and brides . . . easel-mounted reprints of four-color *Life* ad . . . hard-hitting radio commercials . . . complete ad mats . . . product mats and helpful suggestions for your local advertising . . . all yours for the asking! Get 'em! Use 'em! Make Cosco "Pay Days" your profit *heydays*! Send for all this material now!

HAMILTON MANUFACTURING CORPORATION
COLUMBUS, INDIANA

COSCO

Household Stools, Chairs and Utility Tables

Feature these COSCO favorites
for Mother's Day and the
gift-giving marriage season ahead!

Model 4-D De Luxe Step Stool. Seat, 24" high. Rubber-treaded "swing-away" steps. A restful seat, a safer ladder, all in one! Chromium finish, Duran upholstery in six colors.

Model 8-T Drop Leaf Utility Cart. Top, 31" high. Leaves up, 24" x 41" surface provides eating space for two! Chromium legs and trim. Top, leaves, and shelf finished in lined oak pattern; three colors.



Model 7-D Folding Utility Table. 29" high, 24" x 34". Folds flat for easy storage. Light, sturdy . . . grand for parties, hobbies, studies. Chromium legs, with top finished in lined oak pattern; three colors.

Model 9-F De Luxe Posture Back Kitchen Chair. Sloping seat, 25" high. Tilt-action back also adjusts up and down, to give support wherever needed. Chromium finish, Duran upholstery in six colors.

Southern HARDWARE

Hardware and Allied Lines—Farm Operating Equipment

Vol. 121

March, 1952

No. 3

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ANNUAL SUBSCRIPTION—\$1.00

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Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

116 E. Crawford St., Dalton, Georgia, and Atlanta, Georgia

ALL MAIL TO:

Editorial and Executive Offices
806 Peachtree St., N. E., Atlanta 5, Georgia

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SOUTHERN HARDWARE for MARCH, 1952



RUGGED

PERMANENT-MOLD
CASTINGS



5 TIMES
STRONGER

Lazy Boy

... THE STRONGEST NAME IN
ROTARY POWER MOWERS



Average casting.
1/4" thick



Lazy Boy casting.
1/4" thick

Lazy Boy's permanent-mold castings are FIVE TIMES STRONGER than ordinary castings, and perfectly balanced for easy mowing. Gasoline or electric models, all trimmer type to save work, with famous make engines, ball-bearing wheels, and all-around safety design. STOCKED AND SOLD BY BETTER HARDWARE JOBBERS . . .

For name of jobber nearest you, write today to Dept. 5.

FARM & RANCH, Inc.

3707 BROADWAY
KANSAS CITY, MO.



MAGGS & STRATTON, CLINTON, LAISON OR POWER PRODUCTS GASOLINE ENGINES



Washington News

ORDERS, REGULATIONS, PRIORITIES

No Major Changes Foreseen In Defense Production Act

DESPITE SOME changes in administration, the government's program of emergency controls is likely to be continued in substantially the same form by the new congress. Agitation in some quarters where goods are selling below allowable ceilings could lead to a lifting of some controls on prices. However, currently it is the feeling among some members of the Congress that decontrols be left to the judgment of the defense program heads.

Expire June 30

The existing controls statute is due to expire June 30, and Senator Maybank of South Carolina has introduced a measure calling for extension of the Defense Production Act for one year. He called for the lifting of controls on products that probably will continue to sell below ceiling prices for some time.

Meanwhile, there is belief in some quarters that the metals situation may be improving. Henry H. Fowler, who has succeeded Manly Fleischmann as NPA administrator, has announced that major controls have been revoked or amended on seven basic materials, including non-nickel-bearing stainless steel. NPA officials now are considering decontrol action on a number of other products, including insect screen wire.

Meanwhile, the Office of Price Stabilization is operating under a new chief. Ellis Arnall, former governor of Georgia, was picked by the President to replace Michael V. DiSalle, and his appointment has been confirmed.

DiSalle has told congress that he will set up a decontrol committee before he leaves the job. According to DiSalle, the committee will "explore critically and continuously the question of decontrol in

specific areas, where price pressures are largely absent."

Wholesalers Protest Low Mark-up Forced by CPR-98

MEMBERS OF THE Resale of Merchant Trade Steel Products Industry Advisory Committee have protested to the OPS that CPR-98 covering resellers of iron and steel products provides a markup that does not reflect the historic margin.

The industry is composed principally of warehouse wholesalers of merchant trade wire and tubular steel products, including iron and steel standard pipe, corrugated or formed galvanized or coated siding and roofing, wire nails, wire, wire fence, fence posts, bale ties and wire hoops, etc.

In general, CPR-98 provides for a wholesaler markup of 20 percent over base mill prices and transportation costs for merchant wire and roofing and siding products. Committeemen said this 20 percent markup is low and does not realistically reflect the overall historical markup which most wholesalers have had in effect. They recommended that the markup be increased to 25 percent.

Historic Markups for Wholesalers Proposed

REPRESENTATIVES of wholesalers in the consumer durable goods fields met with OPS officials to discuss a proposed wholesaler price regulation which would be a margin type regulation, giving each wholesaler his own historic markups by category of goods.

The pricing chart technique would be used, and the chart would be similar in principle to
(Continued on page 84)

Some Retailer Reports Suspended by OPS

OPS HAS ANNOUNCED that current reporting requirements of Section 53 of CPR-7 will be suspended in the near future. Section 53 requires a report of base period initial percentage markups or gross margins and a current report for the retailer's accounting period whenever the current markups exceed those in the base period.

Reporting on a forthcoming regulation to provide methods and standards of obtaining uniform retail ceiling prices for brand-name merchandise, OPS indicated that the latest revision of this order had been completed and would be issued soon. The agency advised that the forthcoming order will place primary responsibility for notification of price changes and for marking and tagging on the manufacturer or wholesaler.

On the problem of increased freight costs, OPS presented four subcommittee recommendations for applying these increases to costs of merchandise. Generally, these methods would involve some sort of averaging device with use of a factor to allocate increased freight costs to articles of merchandise.

To meet the pricing situation of retailers who receive, at lower costs, merchandise identical with goods inventory, an optional ceiling price averaging method, as worked out by a subcommittee, is proposed for future issuance by OPS. Also, in the draft stage is an amendment to provide an alternative list date for certain seasonal merchandise. This proposal would enable a retailer to file an amended price chart setting a base date within the normal selling season.



YOU'RE IN... Perfect Position for Pail Profits

...when these fine De Luxe Pails stand between you, Mr. Dealer, and your customers. You're loaded with sales ammunition because De Luxe design and construction features add up to a value story that generates *sales action!*

Get behind De Luxe volume-builders
... see your jobber today!

De Luxe Galvanized Oval Pail

Here's the *new look* in pails! It's OVAL SHAPED to fit the new cellulose sponge mops ... to stand without tipping even on narrow steps ... to make handling easier. Hot dipped and hand dipped for extra durability.

OUR



SCHLUETER MFG. CO.
ST. LOUIS 7, MO.



De Luxe Mop Wringer Pail

Easy to use as 1-2-3. Its simple one-foot operation keeps hands out of dirty mop water—builds enthusiastic approval among women everywhere. Bears the famous *Good Housekeeping Seal of Approval*. Sells in volume wherever it is featured!



De Luxe Dairy Pail

Here's a fast-selling tin pail with special appeal to the rural trade. The easy-pouring lip controls the flow of milk—prevents splashing, spilling, and waste. Raised easy-to-clean bottom, heavy wired top, heavy tin wired bail, riveted ears.

Business Trends

AND PRICE CHANGES

Rising Consumer Income to Boost Retail Trade in '52

DESPITE THE GENERAL sluggishness of retail trade as the new year opened, there is every indication that rising consumer income will keep business activity on a high level during 1952. In fact, the Department of Commerce has indicated that most merchants expect a climb in sales in the next few months.

Underwriting the nation's economy will be the formidable government spending program. Proposed spending for national defense and related programs will rise 20 billion dollars to an annual rate of 65 billion by the end of 1952. The budget calls for total expenditures of more than 85 billion dollars in the fiscal year ending June 30, 1953. Arms spending virtually assures an upturn in business activity in the months ahead.

Largest recent declines in retail trade have been reported by durable goods stores—hardware, automobile dealers, appliance retailers and furniture stores. But it is expected that the rise in incomes will bring sales of hard goods to a higher level again.

Prices all along the line probably will be firm. Despite some decline in production, hardware products are in ample supply—consumers no longer are prone to the scare buying that marked the early months of 1951. As long as the supply of goods runs ahead of demand, chances of any widespread increase in prices are small.

Though farm prices received declined slightly in January, the record level of consumer income will assure a constant demand for farm products and should assure farmers another record year. Cotton prices continue sharply above the mid-season level. And the average price for the season's to-

bacco crop exceeds that of any previous year on record.

Consumer Installment Debt Shows Increase

CONSUMER INSTALLMENT debt totaled 13,259 million dollars at the end of November, the latest month for which figures are available. This is a gain of 60 million for the month and was slightly below the year-ago level. Increases for other sales credit and loans more than offset a 34-million-dollar drop in automobile sales credit, which was down for the second consecutive month.

The rise of 350 million in non-installment credit was due almost entirely to seasonally high charge accounts. Total consumer credit at the end of November amounted to 19,906 million dollars, 410 million more than the month before, and almost 600 million above a year earlier. Consumer credit outstand-

ing declined from a high of 20.1 billion in December, 1950 to 19.1 billion in July 1951.

Since relaxation of restrictions in August, 1951, credit outstanding has risen gradually, according to the report. Preliminary estimates for the end of December indicate a new peak of about 20.4 billion dollars.

Farm Cash Receipts Lower in Latest Month

FARMERS' CASH RECEIPTS from marketings in January were about 2.6 billion dollars, 15 percent less than in December but 5 percent more than in January of last year. Prices of farm products in January averaged 2 percent lower than in December but the same as a year ago.

January receipts from livestock and livestock products are estimated at 1.5 billion dollars, down slightly from December and also slightly below January, 1951.

Crop receipts were approximately 1.1 billion dollars in January, 26 percent less than December receipts but 17 percent more than last January.

Geographic Division	% change in sales Dec. 1951 from		12 mos. 1951 from 12 mos. 1950	% change in inventories Dec. 1951 from		Stock-Sales Ratio		
	Dec. 1950	Nov. 1951		Dec. 1950	Nov. 1951	Dec. '51	Dec. '50	Nov. '51
U. S. Total Sales	- 8	- 4	+ 7	+ 12	- 4	160	130	162
Hardware:								
South Atlantic	-12	-24	+ 7	+ 14	+ 2	314	243	237
East South Central	-12	- 8	+ 4	+ 14	- 1	266	208	250
West South Central	-21	-23	+ 3	+ 1	- 3	306	229	236

Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)

NEW!

AN IMMEDIATE SENSATION!

PROCESS 33

A NEW KIND OF PAINT BRUSH CLEANER AND PRESERVER



SO FAST

you can actually switch your brush to a different color paint in 33 seconds!

SO THOROUGH

that brushes and rollers are like new—stay soft and flexible—can be stored dry, ready for instant use!

ECONOMICAL

—Process 33 can be used over and over—never loses its cleaning strength.

EASY TO USE

—Just swish brush gently in Process 33. For rollers, soak sleeve, rinse, then wipe.

SAFE

for all paint brushes and rollers.



LOADED WITH PAINT



CLEAN—READY FOR ANOTHER COLOR

**AND HERE'S OUR
GENEROUS**

INTRODUCTORY OFFER

**FREE SAMPLES
FOR YOUR CUSTOMERS**

**TWO DOZEN 3-OUNCE FREE SAMPLE BOTTLES
OF PROCESS 33 with every dozen quarts
you buy!**

**ONE DOZEN 3-OUNCE FREE SAMPLE BOTTLES
OF PROCESS 33 with every dozen pints!**

When you give your paint or brush customer a sample of this miracle product—you've made a SURE sale! This is the brush cleaner he's prayed for—it's easy and clean to use, gets brushes clean as new in seconds!

Although Process 33 is not intended to restore old, hardened brushes, it will keep new or clean brushes and rollers in like-new condition.

ITEM	SIZE	PACK	WEIGHT	LIST	LIST EACH
P-P	Pts.	1 doz.	17 lbs.	\$7.08	\$.59
P-Q	Qts.	1 doz.	32 lbs.	11.76	.98
P-G	Gals.	1/2 doz.	44 lbs.	13.00	3.25

DISCOUNTS

1 to 3 cases 33 1/3% & 5%

4 cases and over—40%

* Add 6 lbs. per dozen samples

**ORDER PROCESS 33
From Your Wholesaler
TODAY!**

G. N. Coughlan Co., West Orange, N. J., MFRS. of NATIONALLY ADVERTISED CHIMNEY SWEEP and DE-MOIST

HARDWARE INDUSTRY NEWS

Hames Succeeds Pomeroy In Shakespeare Sales Post

EVERETT R. HAMES has been appointed sales manager of the Shakespeare Tackle Co., Kalamazoo, Mich., to succeed H. W. Pomeroy, secretary, director and sales manager, who died January 21.

Mr. Hames joined Shakespeare in 1947. For nine years previously, he was director of Admissions and Public Relations at Kalamazoo College, and for the last three years, assistant to the president of the college.



Harold W. Pomeroy

Since joining the company, he has worked with the sales manager in direct sales promotion and

distribution of new tackle items. In his new capacity he will supervise the sale and distribution of Shakespeare tackle in the United States and supervise a staff of 21 territorial representatives.

Mr. Pomeroy, who was 59 years of age at the time of his death, served during World War I and had been associated with the Onondaga Steel Co. before joining Shakespeare in 1934. He was manager of the company's bait and specialty division until his appointment as sales manager in 1945.

He is survived by his widow, two daughters, and two grandchildren.

S. C. Slaymaker Awarded Honorary Law Degree . .

SAMUEL C. SLAYMAKER, prominent hardware manufacturer, was recently honored by Bloomfield College & Seminary, Bloomfield, New Jersey, and awarded an honorary degree of Doctor of Laws.

President of Slaymaker Lock Company, Lancaster, Pa., Mr. Slaymaker recently served as a member of the executive committee of the American Hardware Manufacturers Association. Long active in church work, he is a member of the Executive Council of the Presbyterian Church, U. S. A., and a member of numerous civic groups.

Disston Elects Gillespie Hardware Sales Manager

THE APPOINTMENT of William P. Gillespie as sales manager of the hardware division, effective January 1, is announced by Henry Disston & Sons, Inc., Philadelphia, Penn., 111-year-old manufacturer of saws, tools and special alloy steels. He had been sales manager of Disston's power tool division for almost two years.

John H. Dingee, former Disston advertising and sales promotion manager, has been appointed to



W. P. Gillespie

succeed Mr. Gillespie as sales manager of the power tool division. He joined the firm in 1947.

Midway Tool Appoints Lyon Sales Manager . .

APPOINTMENT of M. W. (Mel) Lyon as sales manager of The Midway Tool Co., Inc., Melvin, Ohio, was announced recently by Leo F. Weston, Jr., president.



M. W. Lyon

For the past two years, Mr. Lyon has served as the company's New York representative. Prior to that, he was tool buyer for Charles Weiland, Inc., and was also previously associated with Masback, Inc.

He will be located at the company's Melvin, Ohio, plant.

WHY SO MANY CUSTOMERS GO FOR THE **LUFKIN** "LEADER" CHROME CLAD STEEL TAPE

Case is welded metal, covered with tough, durable, maroon Vinyl. New Flush Drum. Folding Handle opened by Push Pin.

EASY TO READ
MARKINGS
THAT ARE DURABLE

Easy to read with jet black markings on hard chrome-white background. See diagrammatic view below.

Chrome-Clad line will not chip, crack, peel or corrode.

CHOICE OF
STANDARD OR
FOLDING
HOOK RING.

Nationally advertised in American Weekly, This Week and Roto sections of leading Sunday newspapers, General and Industrial magazines urging readers to "Buy through your hardware or tool store." It pays to sell and promote the Lufkin line—the line that promotes you.

Markings are bonded to steel line and they're permanent.



DIAGRAMMATIC CROSS-SECTION VIEW
1. Hardened Steel Tape. 2. Rust Resistant Coating. 3. Multiple Coats of Electroplating. 4. Hard, Smooth, Non-Glare Chrome-Plating. 5. Black Markings Bonded to Steel, Sunk Below Surface.

SELL LUFKIN TAPES • RULES • PRECISION TOOLS

THE LUFKIN RULE CO., SAGINAW, MICHIGAN
132-138 Lafayette St., New York City • Barrie, Ontario

J. G. Moran Represents Slaymaker in Southeast

JAMES G. MORAN, Atlanta, Ga., has been named sales representative by Slaymaker Lock Co., Lancaster, Penn., to cover the Southeastern states. According to W.



James G. Moran

Heyward Smith, vice president and general sales manager of Slaymaker, the area covered by Mr. Moran includes: North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi and New Orleans, La.

A veteran salesman who began his sales career immediately upon graduating from college, Mr. Moran is widely known by wholesalers in the South. He is a member of the Carolina Hardware Club.

Mr. Moran resides at 72 Delmont Drive, N. E., Atlanta.

Olin Appoints Managers Of New Divisions

THE APPOINTMENT of general managers of the five newly-created, integrated operating divisions of Olin Industries, Inc., has been announced by John M. Olin, pres-

ident. The general managers of the new divisions will have full responsibility for their operations, including production, sales, research and development and control of quality.

M. W. Acker, Olin director and vice president, is named general manager of the Metals Division, with headquarters at East Alton, Ill., and with plants at East Alton and New Haven, Conn. M. F. Meissner is named assistant general manager.

W. C. Schade is the general manager of the Arms and Ammunition Division with headquarters at New Haven and with plants at New Haven and East Alton.



W. S. Allen

W. S. Allen is the general manager of the Explosives Division with headquarters at East Alton and with plants in various parts of the country.

O. E. Nelson is general manager of the Export Division with headquarters at New Haven.

Geo. L. Dawson, who has been regional manager of the Olin plants at New Haven, has been appointed staff assistant to the executive vice president.



W. C. Schade

G. N. Coughland, president, G. N. Coughland Co., West Orange, N. J., presents a perpetual motion clock to Robert Corrigan, left, and William Gane, center, of Corrigan-Gane & Co., Philadelphia, in recognition of their outstanding sales performance in 1951. The presentation was made during the annual sales meeting of the company in Chicago recently.



Nesco Names Altemeier General Merchandise Mgr.

E. P. ALTEMEIER has been named general merchandise manager for the electrical, housewares and stove and heater divisions of Nesco, Inc., Chicago, Ill., according to an announcement by Paul H. Hill, vice president in charge of sales.



E. P. Altemeier

Mr. Altemeier formerly was general manager of the firm's housewares division.

Schmachtenberg Retires From H. Boker & Co. . .

AFTER 50 YEARS of traveling on the road, F. W. Schmachtenberg has retired from H. Boker & Co., Inc., 101 Duane St., New York, N. Y., manufacturers of Tree Brand cutlery and Boker tools.

Mr. Schmachtenberg started traveling for Boker in the mid-western territory in 1925, after leaving the Durham Duplex Co. Prior to that time, he had worked in his father's cutlery business, Schmachtenberg Bros., importers of German cutlery.

**FOR POWER MOWERS
YOU CAN REALLY SELL**

Kenmar
ROTARY POWER MOWERS

TRADE MARK



***New* IN GOOD LOOKS**

Notice the modern tear-drop design of the 16" models, the smooth lines of the self-propelled 20", and the rugged simplicity of the 32" twin blade "professional" model.



***New* IN SAFETY**

Guarded in front and rear and on both sides. 16" models also feature new "finger-flick" front guard that flips up when working on thick growth or heavy weeds.



***New* IN PERFORMANCE**

Scientifically designed to distribute cuttings evenly over lawn, with floating handle to increase maneuverability. Wheels are positioned to prevent scalping and give close trim at both front and sides. New one-piece friction-free, tempered steel blade with double-lift action gives exceptional performance in maintaining a well groomed lawn, and is reversible for double blade life.



***...and*
COMPETITIVELY PRICED**

*No wonder Kenmar Rotary Power Mowers
are being used in every state in the nation!*

WRITE FOR NAME OF YOUR
NEAREST DISTRIBUTOR

KENMAR MFG. CO., Incorporated

50 NORTH FIFTH, KANSAS CITY 18, KANSAS, U. S. A.



Wallrite

DECORATED
BUILDING
PAPER



Tack It or Paste It

There's a bright,
beautiful
WALLRITE design
for
every room
in the house

Manufactured Exclusively by
FLEMING & SONS, Inc.
Dallas, Texas
(NEWSPAPER MATS identical to this
are available to dealers.)

WHOLESALE NEWS

Schoellkopf Named Pres. Of Dallas Firm

J. FRED SCHOELLKOPF, JR., was elected president of The Schoellkopf Co., Dallas, Texas, at a recent annual meeting of stockholders and directors of the firm.

Mr. Schoellkopf formerly was vice president and is the oldest grandson of the late G. H. Schoellkopf, who founded the company 83 years ago.

H. W. Schoellkopf, Sr., the only living son of the founder and formerly president, was elected chairman of the board of directors.



J. Darrel Wear

Wear Elected President Of Hot Springs C of C . .

J. DARREL WEAR, vice president and treasurer of F. C. Stearns Hardware Inc., Hot Springs, Ark., has been elected president of the Hot Springs Chamber of Commerce for the year 1952.

Mr. Wear is also one of the board of directors of the F. C. Stearns company and of the F. C. Stearns Real Estate Co.; he is past president of the Hot Springs Lions Club, and on the board of directors of the Arkansas Economic Council.

(Continued on page 108)

Stratton-Terstegge Signs Westinghouse Franchise

STRATTON-TERSTEGGE Hardware Co., Louisville, Ky., recently signed a franchise for Westinghouse electric housewares, fans, and vacuum cleaners. The company is a hardware distributor principally in the areas of Kentucky, Indiana and Tennessee, with additional distribution in Georgia, North Carolina, West Virginia, Ohio, Alabama, Mississippi, Florida, and Missouri.



From left: R. E. Miller, Westinghouse factory representative; J. E. Hugo, manager of the central district of Westinghouse Electric Appliance Div.; L. R. Stevens, Stratton-Terstegge buyer; and W. B. Messenburgh, manager of electric fan sales for Westinghouse

Sell 'Em This Way

FEEL the LEATHER

ESTWING UNBREAKABLE TOOLS

SAVES EXPENSE, DELAY AND DANGER
from loose, broken or splintered handles.

GENUINE SOLE LEATHER GRIP

Proven most comfortable and durable in all climates. Double lacquered, non-slip finish. It fits YOUR hand.

ONE PIECE HEAD AND HANDLE

Gives you strength of steel for all pulling and ripping by hand, and insures permanent balance year 'round.

CONSUMER PRICES

	Polished	Black
12 oz. curved and straight claw.....	\$3.60	\$3.20
16 oz. curved and straight claw.	\$3.65	\$3.25
20 oz. curved and straight claw.....	\$3.75	\$3.30
Carpenters Hatchet.....	\$4.50	\$4.20
Hunting and Scout Axe.....	\$4.50	\$4.10



SOUTHERN HARDWARE for MARCH, 1952

MARK OF THE SKILLED FOR 28 YEARS

50 SOLE LEATHER WASHERS

are pressed and riveted on the thin steel shank as shown. Proofed against shock, heat, cold, and electricity. Grip is polished and double lacquered to lustrous non-slip finish.



ESTWING MFG. CO. Rockford, Illinois

SELLS THROUGH RELIABLE DISTRIBUTORS ONLY

NEW HUDSON **PROFIT-MAKER** NO. 5 POULTRY EQUIPMENT ASSORTMENT

QUICK WAY TO MULTIPLY
POULTRY EQUIPMENT
SALES AND PROFITS

●
IT'S HUDSON
Tested and Proved
EQUIPMENT



Typical Hudson quality
best value in the field

●
COMPACT, COLORFUL
Counter or Window
DISPLAY FREE
With Every No. 5 Assortment



**Put the goods at buy level...
for fast turnover and profit!**

Small raisers need two or three of each—larger raisers buy them by the dozen—those Hudson starting feeders and fount bases that make up the Hudson No. 5 Assortment. This beautiful, free display rack puts merchandise right up where people can see it from all parts of your store...makes it so easy for them to buy...saves you so much time. Sell more feeders and founts this season—get at least one No. 5 Assortment at once.

HERE'S WHAT YOU GET IN HUDSON NO. 5 ASSORTMENT

Usual Retail
Price Each

24 No. 118 Feeders (18-inch) in 1 carton.....	39c
24 No. 224 Feeders (24-inch) in 1 carton.....	59c
24 No. 336 Feeders (36-inch) in 1 carton.....	97c
36 No. 835 Glass Fount Bases with steel clip.....	23c
72 No. 825 Enamelled steel Fount Bases in 1 carton.....	15c

1 SALES-MAKER DISPLAY in 1 Carton . . . FREE

Shipped in 6 cartons, as described, shipping weight 138 lbs.

ORDER FROM YOUR JOBBER TODAY

HUDSON

No.5

POULTRY EQUIPMENT ASSORTMENT

USUAL

RETAIL VALUE .. \$65.52*

USUAL

DEALER COST .. 39.86*

DEALER PROFIT.. 25.66

OVER

38%

* Slightly higher in Western Territory

SIGN OF THE BEST BUY



H. D. HUDSON MANUFACTURING COMPANY

General Offices: 589 East Illinois Street, Chicago 11, Illinois, U. S. A.

SALES AND SERVICE BRANCHES

New York
San Francisco
Columbus, O.

Philadelphia
Atlanta
Milwaukee

Kansas City
Minneapolis
Omaha

Take these 4 Simple Steps to Greater Garden Hose Sales and Profits in 1952!



Shine up your SWAN
Display Merchandiser



Fill it with colorful
SWAN Garden Hose



Place it where your
store traffic is greatest



Train your sales staff
to suggest and sell
SWAN GARDEN HOSE

*If you do not have a SWAN
Display Merchandiser
order yours today from your
SWAN jobber. Only \$500
F.O.B. Cleveland, Ohio*



SWAN RUBBER COMPANY
BUCYRUS, OHIO

WORLD'S LARGEST MANUFACTURER OF GARDEN HOSE

THIS SIGN SELLS

TWO WAYS
FOR YOU!



PUT THIS DOUBLE-DUTY SALESMAN TO WORK FOR YOU



Display DIXISTEEL Fence with the metal sign facing the flow of store or street traffic. Let your customers know you are headquarters for DIXISTEEL Fence — Southern made for Southern needs.

When DIXISTEEL Fence is put up, the sign becomes a part of the installation. It identifies the fence as DIXISTEEL — reminds everyone who sees it that here is another stretch of the fence you sell.



This colorful metal sign on every roll of DIXISTEEL Fence is a double-barreled sales getter for dealers.

In your store, the familiar DIXISTEEL trademark is readily recognized by your customers. They need no other assurance that this is quality fence — Southern-made for Southern service.

When the fence is erected on your customer's property, the sign becomes a part of the installation. It tells the world that this good-looking fence is DIXISTEEL — the finest fence — the fence you sell.

Order DIXISTEEL Fence by name from your wholesaler or jobber.

FIELD FENCE **DIXISTEEL** BARBED WIRE

Atlantic Steel Company

ATLANTA, GEORGIA

Salesmen must learn the essentials of planting, transplanting and caring for plants before they actually sell them. Below, the \$12,000 greenhouse and nursery which evolved from a modest pot plant display



***They built
real volume***

SELLING GARDEN SUPPLIES

SALES OF LAWN and garden supplies and gifts have increased substantially since L. B. Palmer, part owner and general manager of the Blanco Paint & Hardware Co., San Antonio, Texas, expanded his small potted plants department into a full-fledged greenhouse.

The greenhouse, presently valued at \$12,000, not only accounts for a major share of total store volume, but has been important in attracting buyers of



- 1. employee benefits**
- 2. consistent advertising**
- 3. planned sales training**

garden supplies and equipment and gifts.

Palmer credits the growth of

this phase of his business to four factors. First, he points to the importance of a modest beginning. When he decided to stock a small supply of potted plants as a supplement to his hardware business 15 years ago, he moved cautiously. He found that customers coming into the store to purchase a spading fork, garden hose, or lawn mower often expressed regrets that there was no place in the immediate neighborhood where they could purchase flowers and shrubs also. And so he decided to carry a few—on a trial basis.

Today, that small stock of potted plants has been increased until the firm's greenhouse, nursery and gift business far exceeds that of the original paint contracting volume. In fact, the nursery and greenhouse volume exceeds that of the hardware and gift departments, and equals that



of the present, substantial paint business.

But in spite of the growth, there have been no big gambles—and, consequently, no big mistakes and no severe losses, explained Palmer, who operates the store with his four sons.

Secondly, Palmer emphasizes the importance of the careful training of salesmen. New salesmen spend four months learning the entire business, one month in each department. In the nursery and greenhouse department, they are taught how to plant and transplant flowers; how to fertilize, water and care for them. Salesmen learn botanical names of flowers and information regarding time, place and manner of planting. Also, new personnel are taught the type of gift pottery the plants should be placed in for best advantage.

This intensive training has proved valuable for Blanco Paint & Hardware Co., judging by its

steady growth and low rate of employee turnover. At least one employee has been with the firm for its entire 17 years, while several have been with it for 15 years. At present there are 12 employees—nine men and three women—and all are as much at home in the greenhouse as in the original paint department.

Consistent Advertising

Third contributing factor to the garden supplies department's success is consistent advertising. Blanco Paint & Hardware Co. advertises once each week in the San Antonio metropolitan dailies. One week it runs a paint-and-hardware advertisement, and the next week a nursery-and-gift-shop ad.

The nursery and potted plant season runs from November until March, slackening off in the summer months, when advertisements become somewhat smaller. However, the company places special

emphasis on flowers for Valentine's Day, Mother's Day, Christmas and Easter, when the heaviest sales in flowers are made.

Supplementing the newspaper advertisements, the firm uses radio spot announcements, direct mail folders in statements, and post-cards to call attention to the nursery and garden supplies department.

In addition, the company has built up a heavy telephone and mail order business from San Antonio and its surrounding territory by giving careful attention to orders. Too often nurserymen send out what they please on a telephone order, it was pointed out, but Blanco Paint & Hardware Co. selects and sends the best plant of its kind in the greenhouse. If there aren't any satisfactory plants of a specified kind, the company is willing to admit it. Above all, it does not attempt to substitute a flower for one that is ordered, when it is not available. A telephone or mail order is regarded as the highest expression of confidence, and every effort is made to live up to it.

A fourth factor contributing to the success of this business is a system of employee benefits. Store personnel are treated as "members of the family." Palmer and his four sons, each of whom manages one of the store's four departments (giftwares, nursery and landscaping, paint contracting, and hardware), have continually reported steady growth and lack of sales-force turnover, which indicates contented sales personnel. Once salesmen complete their four-months' training, they are placed on a straight salary basis, with

(Continued on page 66)



Traffic and profits created by the nursery and greenhouse are used to best advantage in promoting merchandise in other departments. Telephone orders are given special attention, and no substitutes are attempted

The giftware department, right, goes hand-in-hand with the nursery and greenhouse section, and sales personnel are given special training in selecting gift pottery for best displaying pot plants and flowers



"SELLING" THE SERVICE SHOP

A fully-equipped service shop staffed by two full-time service men has created new customers for this store with a resultant increase in business

By Robert Latimer



MAINTAINING a completely equipped service shop, plus a large parts inventory, arranged so that customers will enjoy being taken "on tour" of it, has proved profitable for Coast Hardware Co., Gulfport, Miss.

Located in a small Gulf Coast city of 20,000 population, the 30-year-old firm moved into its attractive building last February. An unusual feature of the store's design is the large amount of space devoted to the service department.

"Service actually built our business," said C. K. Anderson, one of

the four Anderson brothers who operate the store. "Ever since 1936 we have regarded the service department not as a necessary evil or an operation to be concealed in the rear, but rather as a powerful merchandising asset and one which should be out where the public can see it. Thus, we gave it as much attention as the most attractive sales department in all of our remodeling plans."

Separated from the sales floor by an arched doorway, the service shop is completely enclosed in metal mesh and occupies a 20 x 10

foot area. Woodwork throughout is in white, with large areas of stainless steel, galvanized metal work surfaces, and all-metal shelving on which a \$2,000 inventory of parts is maintained. Bright lighting, two uniformed mechanics, and a constant air of bustling activity make the department a natural center of attention.

With the two expert mechanics, one of whom has been factory-trained on major appliances, outboard motors, etc., Coast Hardware Co. has made it a standard practice to "service everything we sell," according to Anderson. Included in the long list of items which regularly move through the service shop are power tools, major appliances, lawn mowers, etc. The store maintains a complete inventory of parts for all major lines it carries, whether the item is a drill press or a 12 h.p. outboard motor. All of these parts, which amount to more than \$2,000, are displayed on neat metal shelving opposite the work bench. Bins at one end of the repair sec-

(Continued on page 76)



Separated from the main sales floor, the repair shop is enclosed in wire mesh and occupies a 20 x 10 foot area. It contains a parts inventory valued at more than \$2,000



In southern hardware stores the average wage received by sales people of about average ability and experience is \$51.47 per week, or if paid on a monthly basis, \$200.70. The average work week is 52 hours, and the typical southern dealer allows his sales personnel one week vacation with pay, and sick leave and occasional time off without deductions from wages.

Southern dealers report on salesmen's

WAGES AND WORKING HOURS

THE AVERAGE WAGE paid hardware store sales people in the South has increased substantially over the levels in effect immediately following World War II.

This was disclosed in a survey conducted recently by SOUTHERN HARDWARE among a large number of dealers in the 16 southern and southeastern states. The survey showed that the average wage paid hardware store sales people is now approximately \$51 per week, an increase of about \$11 per week over the average wage of four years ago. A similar survey made by SOUTHERN HARDWARE in mid-1948 revealed that the average wage received by hardware store sales people at that time was approximately \$40 per week.

Results of the survey further showed that hardware store employees have a substantially longer work week than office workers or industrial employees. Dealers participating in the survey reported working hours for sales people ranging from 44 to 63 hours per week, with the average work week over the South being approximately 52 hours.

In answer to a survey question relating to allowances for vacations, sick leave, occasional time off, etc., a majority of dealers reported that they now give their sales people from one to two weeks

A Reader Survey

annual vacation with pay, supplementing this with sick leave when necessary and other occasional time off without loss of pay.

The survey revealed a notable trend—the increasing number of dealers who are using some form of incentive plan. Of the dealers answering the questionnaire almost 37 percent have some form of incentive plan or method for paying extra compensation. While some dealers merely pay a cash bonus of equal amount to all employees at year-end, a number of others reported arrangements under which sales people are paid commissions on sales above set quotas.

Following is a summary of the replies to each survey question:

Wage Schedules

Question No. 1 asked, *How much do you pay your salesmen? Minimum_____ Maximum_____ For pay period (week or month).*

Of those dealers replying to the questionnaire, 56% reported that they pay their sales people on a weekly basis, while 44% pay on a monthly basis.

The range of salaries paid to hardware store sales people is a wide one. Payments vary in accordance with experience and ability and in many cases salaries are determined to some extent by the size of the town in which the store is located and in other cases by a store's need for skilled salesmen.

Dealers participating in the survey who pay on a weekly basis reported minimum wages ranging from \$35 to \$60. The number of those paying less than \$35 or more than \$60 as a minimum wage was negligible.

For those dealers paying on a weekly basis, the **average minimum wage** is \$43.33.

The maximum weekly wage ranges from about \$40 to \$75 per week with only a scattered few reporting weekly wages in excess of \$75. Wages above this figure usually are the result of supplementary compensation from bonus arrangements or other incentive plans.

The **average maximum weekly wage** paid by reporting dealers is about \$61.00.

In stores located in the smaller towns and cities, somewhat lower wages are paid. Dealers located in cities and towns under 10,000 population reported minimum weekly wages averaging about \$40,

while the average weekly maximum is \$48.70.

For the reporting dealers in cities and towns over 10,000 in population, the average weekly minimum wage is \$44.27, while the average maximum is \$65.90.

For those dealers who pay their sales people on a monthly basis, the average minimum wage is \$151.53 and the average maximum is \$252.08. Where dealers pay on a monthly basis, wages cover a wide range, but generally the minimum monthly pay is from \$100 to \$200 while the maximum monthly wages range from \$200 to \$320.

For those dealers in towns and cities of less than 10,000 population, the average of minimum monthly wages reported is \$147.00 and the average maximum is \$238.00. Dealers in the larger cities and towns reported minimum monthly wages which averaged \$154.37 and an average maximum of \$260.71.

In order to provide a clearer picture of the average wage paid hardware sales people of average experience and ability, dealers were asked in Question No. 2:

What is about your average wage or salary for a sales person of about average experience and ability?

Average Wages

The average for all reporting dealers who pay on a weekly basis was \$51.47, while the average for those paying monthly salaries was \$200.70.

For the reporting dealers in towns and cities of less than 10,000 persons, the average weekly wage was \$48.57 and the average monthly salary was \$190.62. Among dealers in the larger towns and cities, the average weekly wage was \$52.69 and the average monthly salary \$208.57.

Question No. 3 asked, *How many hours per week do they work?*

In reply to this question, reporting dealers gave a wide range of answers regarding the number of hours worked by their sales people. Hours worked ranged from as low as 40 to as high as 63 hours per week. The average of all replies, however, was about 52 hours.

In the smaller towns and cities, salespeople, according to results of the survey, have a longer work week than those employed in stores located in the larger towns and cities. Replies of all reporting dealers in cities and towns of less

than 10,000 population averaged 54 hours per week, while the average of all replies from dealers in the larger towns and cities was approximately 51 hours.

Vacations, Sick Leave

Question No. 4 asked: *What is your policy as to vacation, occasional time off, sick leave, etc.?*

The survey revealed that a majority of dealers give their sales people an annual vacation of from one to two weeks with pay. Several replied merely that "vacations are allowed," or that "vacations are given with pay."

However, a large majority gave a definite answer and among those, 55% give their sales people one week vacation with pay, 42% give two weeks with pay while the remainder of those dealers making definite replies gave varied reports such as: six days leave per year, one half day off per week, two weeks vacation for employees of two years service and three weeks for older employees, one week without pay, etc. Only a negligible number of dealers replied that they gave no vacations.

As regards the matter of sick leave, a large majority of dealers indicated that they allow up to one week sick leave each year with pay. In scattered instances others reported allowable sick leave with pay ranging from 4 days to three or four weeks.

Likewise, a majority of dealers reported that they allow sales people occasional time off without loss of pay. A summary of replies to this question, then, indicates that the typical southern dealer allows his sales personnel one week vacation with pay each year,

a reasonable amount of sick leave and occasional time off without deductions from wages.

Question No. 5 asked, *About what is your percentage of selling expense (ratio of sales people's salaries to total sales)?*

Because of the wide range of replies to this question, an average of the figures reported would hardly give a true picture. Many reports were merely estimates, while there were some obviously incorrect reports of as low as 1% and others of over 20%. In some instances dealers explained that the figure given included all salaries rather than merely those of sales people.

From the more definite replies to this question it is possible to determine that for the typical dealer the percentage of selling expense is between 8 and 10%.

Incentive Plans

Question No. 6 was: *If you are using any form of incentive plan—bonus, profit sharing, commission, contest, etc., give details.*

Answers to this question disclosed a notable trend. More than one third of the reporting dealers, 37%, have in operation some form of bonus, profit-sharing arrangement or incentive plan.

In many cases these methods of paying sales people extra compensation is merely a simple cash bonus payable at the end of the year if profits warrant it. Usually the bonus is payable in like amounts to all employees and has no set relation to sales or individual salaries. Others pay a year-end bonus equivalent to from one week's to one month's salary.

(Continued on page 80)

The Survey Questions

1. How much do you pay your sales people? Minimum _____ Maximum _____. For pay period of (week or month) _____
2. What is about your average wage or salary for a sales person of about average experience and ability? _____
3. How many hours do they work? _____
4. What is your policy as to vacations, occasional time off, sick leave, etc.? _____
5. About what is your percentage of selling expense (ratio of sales people's salaries to total sales)? _____
6. If you are using any form of incentive plan—bonus, profit-sharing, commission, contests, etc.—give details on back of this sheet.
7. Your approximate annual volume? _____ Size of town? _____



With football season opening, Loisel decided to use football item, chose \$1.50 cow bell for cheerleaders



Once the item was decided upon for the ad, Loisel checked inventory to make sure of sufficient stock

Planning a SMALL Ad to



Next, Loisel called wholesaler to check on possible re-orders

YOU DON'T have to be a high-powered copy writer nor a talented layout artist to plan an ad that will bring a satisfactory response from customers, and Marion A. Loisel, owner of the Broadway Hardware store, New Orleans, La., can prove the point.

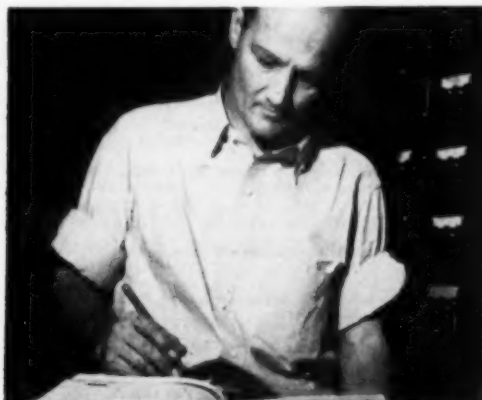
Loisel who is unusually successful in planning ads that really produce results, doesn't underestimate the importance of good copy. But he emphasizes that there is an even more important element in the making of a strong advertisement. The most important factor, in the opinion of this dealer, is

what is advertised and when.

One advertisement that was particularly successful cost but a few dollars and in addition to bringing about enough immediate sales of the advertised product to more than pay its way, the ad was responsible for making for the store permanent customers out of several newcomers.

"And not to be overlooked," Loisel added, "is the fact that the ad, in building up the store's name throughout the city, was worth several hundred dollars in actual publicity value."

What was the item and why did



Looking in dictionary for catch words for use in copy. Loisel came upon "cacaphony," decided to use it



With product and timing set, Loisel wrote short copy: "Cheerleaders! Get Cacaphony! Cow Bells \$1.50"

In the final pre-planning step cow bells were put on display where every customer coming into the store could see them. Unusual ad with short, snappy copy caught city-wide attention, brought in numerous new faces



Pay BIG Returns

this small advertisement click so well?

The "what" was an unglamorous object—a cow bell. The "when" was more important. Loisel timed this run-of-the-mill offering to the start of the football season, and slanted his appeal directly to college and high school students.

"But the ad appealed to others as well," he said. "Several slightly deaf persons bought them for use in their homes. One woman customer apologized for living so far away from the store when she requested delivery—which we would

give in any case—and then proceeded to purchase many dollars worth of other merchandise which she needed and which we could deliver."

Along with careful choice of the "what" factor and the timing of his advertisements, Loisel attributes successful advertisements to pre-planning and to follow through in the store.

For a record of how the successful ad was planned the accompanying pictures trace Loisel's progress from the first idea to the resultant sales. Small ads can be made to pay off!



Store traffic increased noticeably following appearance of inexpensive ad. Ad's pull lasted several weeks because of tie-in with news and local interest



Orders for cow bells were telephoned in from all sections of New Orleans. Store won many new customers



Customers buying cow bells took advantage of store's delivery service and ordered additional merchandise

Well-lighted and compactly designed, Dale's Hardware contains a one-stop shopping inventory. Orderly set-up island displays, designed to create 80 percent impulse sales, occupy 28 square feet of space, yet contain more than 50 feet of open display space



Four Keys to Profits in

Suburban Store Merchandising

AFTER TWO years of successfully operating his suburban store in greater Kansas City, Missouri, Dale Lyerla, owner of Dale's Hardware, is convinced that there are four keys to success in operating a suburban store—proper displays, a one-stop inventory, friendly atmosphere, and a consistent advertising schedule.

-
- 1. wide inventory**
 - 2. proper displays**
 - 3. friendly atmosphere**
 - 4. consistent advertising**
-



In planning for effective display, Lyerla adopted a completely modern store layout which quickly attracts attention. He designed a setting which would highlight the merchandise primarily and the fixtures only incidentally. The latter were built to create 20 percent demand buying and 80 percent impulse sales. This heavy increase in impulse buying is said to pay for the fixtures in not more than one or two years.

Lyerla had the fixtures custom-made for the 25 x 60 foot store. With a "visual type" front and lights mounted on the walls to focus on merchandise in the wall cases, the store resembles a large showcase. Colors in the background are chosen to form an effective and attractive contrast with

merchandise and the light wood fixtures: a sunny yellow to symbolize outdoors in garden tools; old rose in glassware and china; forest green in sporting goods, and a warm blue in housewares.

Store arrangement was planned carefully. Sporting goods, tools and builders hardware are located on one side of the store; housewares, chinaware, gifts and glassware on the opposite side. The 12-foot tool alcove has three wall shelves which are 22 inches at floor level and taper off at higher levels. This department offers a wide price range, to attract contractors and home-owners.

The builders hardware section comprises 3-shelfed displays for cabinet hardware, padlocks, door locks, hinges, etc. The paint department is arranged at the rear of



Neat displays of housewares, tools and paint, all on open, reachable shelves, help create impulse sales. By using care in shelf designs, Dale's is able to carry a much wider inventory for its floor space

cludes roofing, fencing, electrical items, plumbing supplies, etc.

A friendly, though efficient, atmosphere prevails at all times. Despite the fact that the store is geared for self-service, Lyerla greets each visitor promptly and offers to help him select his needs. If the customer expresses a desire
(Continued on page 82)

the store, behind a counter, so that customers are exposed to other lines while selecting paint needs.

In the center of the store, a series of eight 4 x 7-foot island displays are used for electrical goods, power tools, kitchen gadgets, etc. Although occupying only 28 square feet of space, each island actually provides more than 50 feet of open display. These plywood units have hardware trim painted shelves, and sliding doors underneath. Use of posts to support upper shelves is a space-saving device also, Lyerla pointed out.

A broad stock of merchandise is geared to suburban needs. In addition to the basic lines, such as tools, sporting goods, etc., the store carries a large inventory of other merchandise for which there is a steady suburban demand. This in-



Catering specially to farmers Woodruff Brothers Hardware Co. carries a diversified line of outdoor clothes. Below: fence chargers are displayed with dairy equipment. Sales of dairy equipment are an important source of volume

By S. W. Ellis



Policies that WIN THAT FARM TRADE

THERE IS a special reason why dairy farmers within a 30-mile radius of Conway, Ark., pass up chain stores, forego mail-order catalogs and drive to the Woodruff Brothers Hardware Co. for their supplies.

The bright, modern store, located on a corner convenient for parking, does more than offer a complete stock of dairy supplies. In catering especially to farmers, it maintains an atmosphere of informality that has been effective in winning this trade.

When Burt and C. O. Woodruff planned and opened their store five years ago they virtually "built in" an informal and friendly background to please the special group of customers to which they cater—the dairy farmer who also engages in other farming operations.

When the farmer has inspected the five large display windows that are carefully filled with merchandise having a special appeal to



Keg of ice water is maintained for the firm's farm customers

these buyers, he enters the store through either a front or side door. If he enters at the front, he sees immediately one of the most welcome objects in the store—a huge keg of ice water, set up on a table and kept well-iced all day. Many

customers from out-of-town have expressed their appreciation for this convenience, provided specially for them.

Almost all of the store's displays are arranged to make shopping easy for the farmer and his wife, and to give them ideas for selecting related items. One picture accompanying this article shows a table devoted to electric fence chargers, coordinated with other merchandise that is bought regularly by the farmer who owns cattle. The fence chargers are accompanied by insulators and wire, with milk buckets, cans and other dairy items shown either in the same display or on adjacent tables.

Some of the especially profitable items stocked for dairy farmers include milk and cream buckets and cans, electric churns, boots and outdoor clothing, and hand tools.

Axes, in a variety of sizes and styles, and sledge hammers are shown in coordination with milk

(Continued on page 78)

Training program boosts sales of **BUILDERS HARDWARE**

Systematic training of salesmen enables store to build large annual volume from builders hardware

FOR A LARGE volume in builders hardware, train your salesmen "from the ground up" and have them study continually to keep abreast of new developments, says Francis Fitzgerald, manager of Barber & Ross, Washington, D. C., which does a \$350,000 annual volume in builders hardware.

Sales applicants for builders hardware at Barber & Ross are required to have at least a high school education. They are started in the stockroom, packing orders for outgoing builders hardware. Their spare time is spent in waiting on customers.

"The advancement that a young man makes in builders hardware depends, of course, on his ability," said Fitzgerald, who indicated that even with proven ability a man may spend as long as three years in the stockroom before he is ready for actual selling. Also, vacancies and current needs of the store are factors that may influence his advancement.

This experience on the job is supplemented with two weeks' training given by suppliers. Sales meetings in builders hardware are held on alternate Monday morn-

ings, and these acquaint the trainee with some of the problems that arise in the field and how they are to be met.

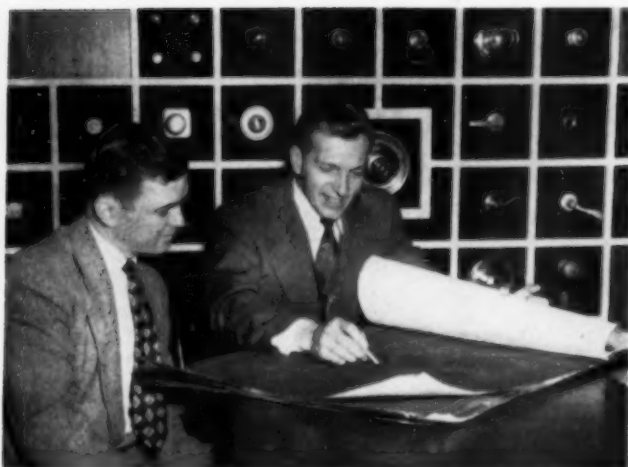
The builders hardware trainee also receives an invitation to the monthly meeting of the Builders Hardware Club of Washington, a group including seven dealers who convene monthly at one of the local hotels and have representatives of leading suppliers address them on builders hardware items. These meetings usually last from 9 A.M. until 4 P.M., and there is a bristling exchange of information and ideas.

"This is all supplementary training," Fitzgerald pointed out. He explained also the course in builders hardware given by the National Construction Builders Association at the City College of New York and open to promising employees, with tuition and maintenance furnished by a scholarship fund set up by employers. "His basic training and knowledge will come only from first-hand experience on the job."

The builders hardware employee who has been singled out for his ability at Barber & Ross receives office instruction in reading

In the conference room, where samples of builders hardware are on display, Francis Fitzgerald, left, manager of the builders hardware department, inspects blueprints with a customer to schedule hardware for a new construction





Two trainees, who started in the stockroom of the builders hardware department, studied draftsmanship and the preparation of blueprints, here study the blueprint of an office building. Ed Alwine, right, points out to younger trainee Ray Donohoe specifications that call for builders hardware

blueprints of small apartment and house construction, and he is encouraged also to attend evening courses in blueprint reading and drafting. Then he is taken out on estimating jobs, under the supervision of an experienced estimator, for Barber & Ross prefer appointing their estimators from within the ranks of the organization, rather than obtaining the help of an outside estimator.

The trainee is asked to sit in on conferences between architects, homeowners and builders hardware salesmen, when builders hardware for a home is being discussed and scheduled.

Experience in small apartment and small home construction is gathered in the two or three years after his stockroom experience. Following this, the trainee may be ready to start as an outside salesman or an estimator.

"Of course, if a man has engineering training, advancement will require only one-tenth the time," Fitzgerald said.

At present, six outside salesmen call on builders and contractors for rough hardware, finishing hardware, builders hardware, appliances, etc., and three contract builders hardware salesmen call on architects, builders and contractors. Serving the metropolitan area of Washington, within a radius of 60 miles into Maryland and Virginia, the store follows up all daily reports on commercial, industrial and residential construction through personal contact. From prospective home-owners

they learn whether blueprints have been drawn up and the name of the architect whose services are being employed, and they solicit the home-owner or architect for any assistance they can offer in drawing up hardware specifications.

An outside salesman will stop at any building that is being erected and learn what provision has been made for hardware. The builders hardware department also sends out literature to prospects on the salesmen's lists.

In time, a salesman will build up a following of his own, on whom he calls regularly to carry out hardware jobs. These customers also turn to him when a new project is being planned.

Conference Room

Barber & Ross maintains a conference room, with wall panel displays of finishing hardware for every type home. Here, a homeowner, architect and builders hardware salesman can confer on the home-owner's hardware preferences. At this time, there is opportunity to make tie-in sales on items that a new home-owner may want, such as major household appliances, heaters, cabinets, fans, etc. The store has observed that sales in the various departments are affected by those in builders hardware.

A 15-minute World News program three times a week promotes builders hardware and other merchandise sold by Barber & Ross.

Several hundred pieces of direct mail go out monthly, promoting among other items builders hardware.

The store also invites architects, builders and contractors to the annual Washington Home Builders Show, given in the Armory, where the store sponsors a 20 x 70 foot display of hardware and appliances. Many hundreds of home-owning visitors meet Barber & Ross at this time.

Selling Garden Supplies

(Continued from page 56)

paid vacations included. If they are sick for two weeks—or even two months—they need have no fear for their salary or jobs.

The Palmers own a large ranch and property on Lake Medina, where hunting and fishing is excellent. When an employee is on vacation, he is permitted the use of either place, free of charge. In addition, the ranch is provided with a car for his use, and the fishing camp offers numerous boats.

Such consideration of employees has helped the store maintain a trained and dependable personnel, with turnover at a minimum.

In addition to the substantial profit derived from plants and flowers, the company has realized increased volume in all departments, especially in giftwares. Almost every customer who visits the store to purchase a gift item will look in the greenhouse and find something she can't resist. Whereas a customer who is considering the purchase of a flower and plant is a good prospect for garden tools, garden hose, etc.



Put Out Some AMERICAN Chain

• "Chain is one of those things it pays to keep out where men can see it and get their hands on it." That's what an American Chain wholesaler's salesman said. And—you know it's true. They pick it up, feel its sturdiness, and buy it.

You can get these convenient-to-display ACCO-PAKS in popular sizes of both Proof Coil and BBB chain. This is a good time of year for chain sales, so mark "ACCO-PAKS" down in your book today—or call your local AMERICAN CHAIN wholesaler.

ACCO



**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**

York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

**American
Chain**

Association officers and directors, left to right, seated: J. C. Stevens, L. P. Nolen, E. M. Schaefer, Dick Bowser, Ray M. Souder. Standing: C. A. Washmon, B. O. Goldthorn, R. H. Lindop, Frank L. Halla, Dan Tudor, Rex G. Payne and C. W. Scheurer



Texas Convention

DIRECT and implied criticism of federal spending, controls and restrictions, and solemn admonitions to the individual taxpayer to devote more and more attention to the course of national, state and local government, stood out in the remarks of principal speakers before the fifty-fourth annual convention of the Texas Hardware and Implement Association, January 28 to 30 inclusive, in Dallas.

Most outspoken in this respect was Bon D. Grussing, advertising and sales promotion manager of the Minneapolis-Moline Company. He asked the convention how many present know that "for the first time in the history of the United States, a small group of men including the president had made a momentous decision, without an act of Congress, that has cost a great many young American lives?"

Grussing said he thought it was time for Americans to act when a president raised so much in taxes and spent one-third as much as all other presidents together.

"It's all ours, too," he added. "It isn't the government's money. And now Churchill comes over here to bargain. Where in the world would we go, I ask you, if we got that low?"

With the assigned topic, "From Adam to Atom," Grussing then gave credit to the farm equipment industry for the fact that "with only 7 percent of the world's population and only 6 percent of its arable land, more progress has been made in America in 125 years than in all the ages that have gone before."

In a discussion of "Citizenship—A Privilege and a Responsibility," Elmo M. Schaefer of Schulenburg, association president-elect warned that "if we want something from our government we must put something into it."

He quoted statistics to show that a substantial percentage of business men in the "higher responsibility" brackets failed to cast their ballots in the last general election.

"It is obligatory that you know more about the course of your government and the men you send to operate it," he continued. Do you know your legislators, your congressmen, your senators? Have you ever written them letters?

"I am convinced that the vast majority of the American people think the same as you and I, but so many did not record their convictions. Our democracy is bigger than ever before and therefore demands more of us."

Nash Speaks

And David Nash of Fort Worth, president of the Texas Wholesale Hardware Association, opened his address, "The Road Ahead for 1952," with the query, "Do we, as business men, have any rights left?"

He answered in the affirmative, again asking a question, "Who would feel safe about what he's said in the last 24 hours if we were really under a dictatorship?" He pointed out, however, that with restrictions imposed it is harder and harder to make a profit and harder to keep a profit, that the

defense program has just begun to chew up materials. He urged against over buying by retailers, and added:

"Let's stop waiting for times to return to normal. Times never will be normal. Let's return to our stores and look over our business from the customer's viewpoint. Are our services all they should be? Better service is the life blood of any business."

L. P. Nolen of Seymour, retiring president, described the major problems ahead of retailers—in farm equipment and hardware—as management and selling, and urged planning well in advance to prevent spinning one's wheels. He said dealers could quickly eliminate wheel-spinning in one respect with more courtesy to supplier salesmen.

"Supplier salesmen tell me they are amazed," Nolen continued, "by the time it so often takes to get even one small order because the dealer finds so many things to do while the salesman stands around. We should give the supplier salesman the time he rightly deserves."

"And we can use more imagination in our own selling. Instead of farm machinery we can sell relief from drudgery. Instead of home conveniences we can sell more leisure for the housewife. And we can take employees into our confidence. We don't need to tell them everything, but by getting them closer to us we can get the maximum of well-directed effort on the part of all in our organization."

In the election which replaced Nolen with Schaefer as president, J. C. Stevens of Coleman was advanced to first vice president from second and a board member, Dick Bowser of Houston, was chosen for second vice president. Ray M.

You can put your confidence in-

the



Quality Twines and Cordages

line

SEINE TWINES
SEINE CORDS
TROT LINES
STAGING
VENETIAN BLIND CORD
SASH CORDS
CLOTHES LINES
MASON LINES
BUTCHER'S TWINES
FISHING LINES
NYLON CASTING LINES
STARTER ROPE
JUMP ROPE
MOP HEADS
WRAPPING TWINES
KITCHEN LINES
EXPRESS TWINES
CHALK LINES
KITE CORDS
PARCEL POST TWINES

For example-



ART. 501



BLACK LURE

nylon casting line is of the very highest quality on the market... braided of du Pont nylon, waterproofed, precision stretched and set to avoid snarls, kinks and backlash.



This attractive, colorful display package sells fishing Line



ORDERS OF \$50.00 OR MORE, FREIGHT PREPAID. Orders of less than \$20.00 f. o. b. Mill, Lawndale, N. C. or Marietta, Minn. Orders of \$20.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

Twin Spools (connecting) in plastic case with ivory base and clear cover to make ideal fly or plug box. Spools are ivory colored plastic evenly wound with 90 yards of black line to make a rich, attractive looking package. Labels of silver and blue, and black and red, show test strength. Available in 12-15-20-25-30-35-40 lbs. test. Pound test also appears on end of plastic box.

When you display the **MIKE** line—
it Sells!

Cleveland Mills Company

ESTABLISHED IN 1873

LAWNDALE, NORTH CAROLINA

Marietta, Minnesota

Souder continues to administer association affairs, but by action of the convention his title was changed from secretary-manager to executive director.

The association directorate consists of Past President Nolen and eight others, of whom these six were re-elected: J. L. Bruns of Seguin, B. O. Goldthorn of Alice, Frank L. Halla of El Paso, R. H. Lindop of Dallas, Rex G. Payne of Center and C. A. Washmon of Harlingen. Two new directors are Dan Tudor of Temple and C. W. Scheurer of Sherman.

Director Halla presented to the convention a series of changes in constitution and by-laws, including one forced inflation. It revises the dues structure upward in accordance with gross volume of business.

However, association members apparently are accepting this as inevitable since in his annual address, Souder reported that 70 percent, or about 800 members, had already renewed on the new basis. Souder said the membership stood at 1,130, with 150 additions during the year.

Between humorous stories Dave Livingston, "America's Funniest Farmer" from Washington, Iowa, called attention to significance in the changing picture on farms. His topic was "People, Politics and Profit."

Livingston said the decline in farm population is generally recognized, but noted that there are 17,000,000 fewer productive farm acres than in the 20's. Meanwhile, with vastly increased national population, farm production in 1951 was only 26.1 percent more than the average in the 1920's and, he added, there is no more land to put into production. One of his suggestions was to stop growing fiber crops, put that land in food production and import fibers.

Elmer Wheeler, the widely known sales specialist who advocates "Selling the Sizzle Instead of the Steak," was the principal inspirational speaker, with his topic shortened to "Selling the Sizzle;" and Forest F. Moore spoke on behalf of the Hardware Mutuals.

One session of the convention was shortened, whereup hardware retailers gathered to hear a discussion by Harry A. Milburn, editor of the Hardware Retailer Directory and farm equipment dealers were assembled for an address, "Our Call to Serve," by Paul M. Mulliken, managing direc-

tor of NRFEA.

Another point in the program was devoted to making members better acquainted with their national directors from Texas, Edgar W. Brasch of Levelland, NRHA board and Director Washmon, NRFEA board. Each director spoke briefly.

Members of the Texas Wholesale Hardware Association assembled for their customary semi-annual meeting. Representatives of NPA

and OPS were heard, as was a report of the transportation committee dealing with postal rates, and routine business was transacted. The wholesalers had previously selected San Antonio for their annual meeting in June.

A merchandise show was again a feature of the convention, under direction of J. C. Stevens, now first vice president. Sixty-two manufacturers of distributors participated, occupying 94 booths.

Oklahoma Convention

MEMBERS OF THE Oklahoma Hardware and Implement Association, meeting in the capital of a state recognized as a Democratic stronghold, noted with apparent approval a rising vocal tide of resentment against the course of national government, in their forty-ninth annual convention in Oklahoma City, Feb. 5 to 7.

Of nine speakers on the program, seven made reference to the state of the nation, comments ranging from a mild appeal for a complete vote to ridicule and stinging criticism. And perhaps the convention was intentionally keyed at the outset by Stewart Martin, implement dealer of Okmulgee and association president.

In his address, Martin praised the association merchandising show, declaring it had grown into one of the outstanding markets in the United States, with exhibitors

from ten states, and then said that two threads of thought would be found running through the convention.

"One of these is a challenge to you to participate in your association as a member," he said, "and the other is a challenge to you as a citizen of a free democracy."

Later, Luther R. Stein, vice president and general sales director of the Belknap Hardware and Manufacturing company of Louisville, Ky., recalled that a previous speaker had urged universal exercise of the ballot, but added, "we don't care how you vote." Stein said:

"When you go home, forget your radios, the commentators and the politicians, but don't forget politics. I have enough guts to say—and I think all business men should vote Republican."

This advice elicited a sharp



Seated: Stewart Martin, retiring president; Wallace Kelly, president-elect; L. P. Rice, first vice president; J. H. Harlan, second vice president and R. K. Thomas, secretary-treasurer. Standing: J. Dewey Clemens, advisory board, and Directors Lin Baggerly, H. R. Heller, Hercul Dobyns, G. A. Perrine and O. B. Bennett

News-making homes make names

for the architect and builder.

That's the powerful selling theme behind this full page Stanley advertisement addressed to your customers in leading building magazines to increase sales of...

Helps make the homes
that make the news

In today's outstanding homes ... the homes which you (and your prospective buyers) see pictured in the magazines and Sunday newspapers, notice how often Stanley Black Ornamental Hardware is "part of the picture" and goes with practically every architectural style. It adds to the charm of a kitchen, dining-living room, recreation room, or den, giving the homes you build a smart "interior decorator" touch.



When selecting builders' hardware

consider the many possibilities for creating distinctive interiors and keeping building costs down with Stanley Black Ornamental. For complete details and a "houseful" of ideas, send for free booklet.

Authentically styled

Stanley Black Ornamental Hardware has the hand-wrought "look" of original Early American pieces. And it's far easier and quicker to install.

THE MOST FAMOUS DOORS IN THE WORLD
SWING ON STANLEY HINGES

The Stanley Works, New Britain, Conn.
HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

burst of applause, but Stein's address dealt in the main with economics and merchandising. He pointed out that nearly half the nation's population and half of its business are in the smaller towns and that if every small business were wiped out overnight, this country couldn't live. He expressed a fear that if steel wages were increased, another round of inflation would result.

Clayton Rand, editor, author and speaker of Gulfport, Miss., said he could not go along with Stein's recommendation of a political candidate "because I belong to the state rights group and we think the Republicans and Democrats both stink."

Referring to a recent trip to Washington, Rand said one gets there the impression our leadership is improvised. He said it was foolish for Americans to believe their spending could save the world and that the sixteenth amendment to the constitution had done more than anything else to undermine this country.

"War with Russia is not very likely," said the speaker. "Oh, it is possible. If Stalin issued a statement that he had listened to a recording and that Margaret cannot sing, we would have the damndest war you ever heard of."

Digressing from the subject of a brief address in which he sought to stir more interest among dealers in association membership, G. A. Perrine, association director from Grove, shouted:

"Let's keep this country for free enterprise. What we need up there is a hardware dealer instead of a bankrupt haberdasher."

And George S. Straight, president of NRFEA, complained of the meager response from association members to requests for letters to congressmen and senators in support of or opposition to legislation.

Warming to the idea, he added, "We've had enough mink coats, home freezers and that sort of thing. What we need is for every American to rise up and demand the immediate ousting of everyone in government guilty of corruption."

Straight said that implement dealers "didn't amount to much" until they had service departments, but that the obligation of an implement dealer goes far beyond maintaining a good shop.

With the topic, "What Makes a Star Salesman a Star," H. B. Sharer, a sales training specialist

representing the U. S. Rubber Company, proved himself a versatile showman. Roaming the stage with a lapel microphone, he alternately had the audience solemn, roaring with laughter, or puzzled by tricks of magic.

Sharer said there was indisputable evidence that Columbus was a Democrat "because he didn't know where he was going when he started, didn't know where he had been when he got back and did it all on borrowed money."

In the association election there was no deviation from the custom of advancing officers, and on recommendation of a nominating committee, Wallace Kelly of Tulsa

succeeded Martin in the presidency.

L. P. Rice of Watonga was advanced to first vice president from second and J. H. Harlan of Enid, a director, was chosen for second vice president.

Retiring President Martin joins C. L. Murphy of Stillwater and J. Dewey Clemens of Ardmore on the advisory board and the executive committee will consist of the president, first vice president and R. K. Thomas, secretary-treasurer.

Directors are Lin Baggerly of Beaver, O. B. Bennett of Tonkawa, G. A. Perrine of Grove, Herchel Dobyns of Stigler and H. R. Heller of Duncan.

Tri-State Convention

ALTHOUGH DIRECT or implied criticism landed with occasional solid impact upon the record of the current national administration, five of eight featured speakers devoted themselves to merchandising or discussion of related activities of interest to members of the Tri-State Hardware and Implement Association, gathered for their forty-third annual convention in Amarillo, February 11 and 12.

Most vigorous address of the convention by an active representative of either hardware or implement industry was that of L. M. Sweeney, vice president in charge of sales for the Massey-Harris

company, with the topic, "Wanted—Salesmen."

Sweeney said the past ten years have dealt a sickening blow to salesmanship, which is often referred to today as a stagnant art and that few modern salesmen can claim salesmanship comparable to the pre-war era. He contended that in the farm equipment field, few are the young salesmen who have any concept of what it takes to sell, who have ever seen the day when a farmer held tightly to a dollar.

"What this industry needs more than ever is salesmen," Sweeney continued. "Salesmen who would rather ride a tractor, lend a help-



Tri-State officers and directors, left to right: seated: Julius W. Cox, director; E. C. Armstrong, retiring president; R. P. Isaacs, president-elect and Edgar Brach, vice president. Standing: Directors Homer Estlack, Jess Miley and Ivan Boxwell. Directors Fred Sherwood and Carl Maurer and Secretary-Manager Marshall D. Shepherd were not available for the picture.

*Red Tag's
Merchandising
Tips:*



**"You'll have what they want
when you sell**

Cyclone Hardware Cloth and Insect Wire Screening"

● You're ready for every hardware cloth and insect wire screening customer when you carry these Cyclone "Red Tag" products. Cyclone Hardware Cloth and Cyclone Insect Wire Screening are made in every common mesh and width. Both are easy to handle and install . . . both are produced for long-lasting performance.

Cyclone Hardware Cloth is woven with a flat welded selvage that makes it easy to install. Wires are straight; the cloth is heavily galvanized after weaving.

Cyclone Insect Wire Screening features good looks, durability, and a firm, even mesh. It's easy to stretch square.

Check these complete Cyclone lines with your jobber, and fill in your stock so there will be no gaps. Both these products are year-around items, but you'll find extra-heavy demand at this season of the year. Due to N.P.A. regulations, some of these items may be in temporarily short supply; your jobber will do his best to take care of your needs.

CYCLONE HARDWARE CLOTH

Manufactured in 2 x 2, 3 x 3, 4 x 4, and 5 x 5 mesh sizes as well as 1/2" and 3/4" heavy gauges . . . in 24, 30, 36 and 48 inch widths. Every roll is guaranteed to comply with all requirements of Commercial Standard CS132-46, as issued by the National Bureau of Standards, U. S. Department of Commerce.

CYCLONE INSECT WIRE SCREENING

Galvanized, bronze and aluminum . . . standard mesh 10 x 14 and 10 x 10 . . . in 24, 26, 28, 30, 32, 36, 42 and 48 inch widths. Every roll is guaranteed to comply with all requirements of Commercial Standard CS138-46, as issued by the National Bureau of Standards, U. S. Department of Commerce.



**CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION
UNITED STATES STEEL COMPANY**

WABEGAN ILLINOIS

SALES OFFICES COAST-TO-COAST

UNITED STATES STEEL EXPORT COMPANY, NEW YORK

U-S-S CYCLONE
"Red Tag"
HARDWARE PRODUCTS



UNITED STATES STEEL

ing hand with the milking, or talk with prospects across the fence row rather than wait for prospects to come to them. Salesmen who show a genuine interest in the customers' problems, and suggest machinery that will do the job better and cheaper. Salesmen who have enthusiasm for their product, and can make a man want that product so much that he isn't willing to compromise on any other, regardless of price. Above all, we need salesmen who know that there's only one way to get the business in the long run, and that is to spend 100 percent of their time on calls, calls, calls.

W. R. Caskey, Western division sales manager for the Belknap Hardware and Manufacturing company, previously had expressed sentiments similar to those of Sweeney, when he said that for the past ten or twelve years "it has been rather easy, but this year we will really need salesmanship if we are going to maintain business volume."

In opening the convention, President E. C. Armstrong, implement dealer with headquarters in Clovis, N. M., and branches in Texas, made perhaps the shortest address in association history by a presiding officer. In this address, 226 words long, Armstrong's principal appeal was for members to be more active in association affairs and not assume that the board of directors "is the association."

By a vote of the convention which adopted a report of a nominating committee headed by Carl Harrison, past president of Memphis, Texas, R. P. Isaacs, of Clayton, N. M., was advanced from vice president to president, succeeding Armstrong.

L. A. French of Quanah, Texas, ranking member of the board of directors and in line for election to vice president, found it necessary to abandon association work and resigned. E. W. Brasch of Levelland, Texas, a district representative on the NRHA board, was elected vice president. Marshall D. Shepherd continues as secretary-manager with offices at Canyon, Texas.

Ranking member of the board of directors is Julius W. Cox of Boise City, Okla., and there are three other holdovers. Two are Texans—Homer Estlack of Clarendon and Ivan Boxwell of Dumas—with Jess Mile of Roswell, N. M. Two new directors are Fred Sherwood

of Childress and Carl Maurer of Friona, both of Texas.

The advisory board will consist of three past presidents, Sam Hergert of Perryton, Texas and two from New Mexico, Grady Thompson of Hobbs and Armstrong.

Other convention program speakers were Harry Milburn, editor of the Hardware Retailing directory and Forrest F. Moore, sales manager for the hardware mutuals. Dr. Dan Proctor, president of the Oklahoma College for Women at Chickasha, Okla., was featured speaker at the one general social event of the convention, the annual banquet, culminating in a floor show and dance.

Prior to opening of the convention the PHIT club (Panhandle Hardware and Implement Travelers) elected C. G. Stinson of the Goodyear Tire and Rubber Com-

pany to the presidency, succeeding R. E. Bruse of Allis-Chalmers. Carl Hill, of the Connally Bearing Company, was rewarded for his service as entertainment chairman by being elected vice president and Murray Elson, of Hibbard, Spencer and Bartlett, perennial secretary-treasurer, was re-installed in office with customary dispatch.

Two new directors are G. F. Mikesell of Belknap and W. H. Davis of International Harvester. Of 232 members, 151 attended the annual breakfast, participated in club business and heard an address by Wendell Butler of Waterloo, Iowa.

In one noteworthy respect the convention was distinctive. Weather remained mild and, for the first time in memory of many who attended regularly, there was no blue norther, nor blizzard.

Kentucky Convention

THE KENTUCKY Retail Hardware Association, meeting in Louisville January 22 and 23, adopted resolutions asking Congress to restore fair-trade laws and requesting governmental economy and tax equality.

K. O. Cayce, Jr., Hopkinsville, was elected president of the association. Other new officers are: Clyde E. Gibson, Pineville, first vice-president, and Holly Skidmore, Elizabethtown, second vice-president. New directors are Leon Parker, Newport; Roy Cornette, Morehead, and J. C. Maggard, Paintsville.

One of the convention speakers—Harry Schacter, president of Kaufman-Straus department store in Louisville—praised the association for its stand on fair trade. Schacter said the ability of a big corporation to push a little fellow to the wall just because the big corporation has the money is unjust.

Schacter also said the country is in the gravest danger it has experienced in 160 years, from communism and socialism. He urged the businessmen to go back to their communities, become active on all public questions, and challenge any manifestations of communism.

Dave Livingston, Washington, Iowa, told the association there are fewer farmers and bigger farms,

but less acreage in cultivation. These facts plus a steadily increasing population make it certain that the farmer will have good times far into the future. There can never be a depression such as hit the country in 1929, Livingston said, as long as the present agricultural condition exists.

Joseph Leopold, of Dallas, Texas, director of the National Tax Equality Association, denounced tax-exempt groups. "Whole nests of agencies," he said, are escaping taxation. He named among them building and loan associations, co-operatives, various trusts, mutual groups, and charitable trusts.

The total value of such groups now is \$20,000,000,000, and they are in direct competition with businessmen, Leopold asserted.

J. F. Kurfes, Jr., president of Kurfes Paint Company, Louisville, said in his speech that annual corporation taxes are 49 percent. He urged judicious use of the ballot to recapture American freedom.

Other speakers were Sidney Passamaneck, president of the Kentucky Pharmaceutical Association; Joseph Kirchdorfer, retiring president of the association, and Carl Miller, president of the National Retail Hardware Association.

YOUR BEST CUSTOMERS will read about Pennsylvania Power Mowers in the Post, Better Homes, American Home, Pathfinder, Sunset, Flower Grower

● Popular magazines with twelve million circulation will carry more than 50 million selling messages on Pennsylvania Lawn Mower during the first half of 1952.

Many of your own customers will be reminded that Pennsylvania is the quality mower—the best mower to buy for the years to come. These ads will tell them to look for the store that carries Pennsylvania mowers.



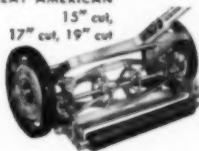
**PENNSYLVANIA
POWER MOWER**
18" cut, 21" cut

● Check with your wholesaler today for the supply is limited by allocation.

THE PLM LINE INCLUDES:

GREAT AMERICAN

15" cut,
17" cut, 19" cut



PENNA-LAWN

16" cut



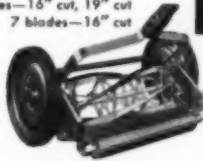
PENNSYLVANIA, JR.

10" wheels—17" cut
8" wheels—
16" cut, 18" cut



PRETEOR (ALUMINUM)

5 blades—16" cut, 19" cut
7 blades—16" cut



PENNSYLVANIA

QUALITY LAWN MOWERS SINCE 1877

PENNSYLVANIA LAWN MOWER DIVISION

AMERICAN CHAIN & CABLE

Bridgeport, Conn. • Camden, N. J.



ACCO



**PENNSYLVANIA
TRIMMER
AND
EDGER**

A PAIR OF ACES!



Here's one game hardware dealers can always win because it's always Dealer's Choice . . . as well as Customer's Choice.

SANDVIK HAND SAWS and SHARK BRAND CHISELS are two of a kind—both are made from the same premium Swedish Steel—both are unexcelled in design and performance—both prove aces high with your professional customers—the carpenters.

When your customers use SANDVIK HAND SAWS or SHARK BRAND CHISELS, substitutes are a gamble because it's a sure bet they expect the best steel . . . Swedish Charcoal steel.



WRITE FOR THE
CATALOGS ON
SANDVIK HAND SAWS
AND SHARK BRAND CHISELS

Sandvik Saw & Tool

Division of Sandvik Steel, Inc.

47 WARREN STREET
NEW YORK 7, N. Y.

"Sell" Your Service Shop

(Continued from page 57)

tion accommodate work that is waiting to be handled, etc.

From first to last, service is aggressively played-up in contacting customers. Whenever a prospect begins discussing a power lawn mower, washing machine, refrigerator, or any other item which often requires maintenance, the Coast Hardware Co. salesman does not go into extensive sales talks until he has escorted the customer to the service department for a quick tour.

There has been a noticeable increase in the firm's volume over similarly-sized stores elsewhere. A large percentage of the total volume is in the "big ticket" items, ranging from \$250 to \$500, with outboard motors, refrigerators, and similar large units accounting for much of the increase. During the past year, for example, Coast Hardware Co. sold 100 electric refrigerators and almost 200 washing machines, with a comparable volume in gas and electric ranges, water heaters, etc. All of this volume, Anderson believes, is due to the customer's confidence in the store and its ability to quickly service anything sold.

"We make no attempt to show a profit on service operations," he said, "and we even feel fortunate when service revenue is equal to operating costs. However, there is nothing in our store which has as much goodwill-building potential as a well-managed service department, and we believe that we would lose a tremendous percentage of our total sales were it not for the repair section."

All warranties, on every item sold, are maintained by the service department, whose consistent high quality work recently won it a washing machine repair franchise, one of the five awarded in the entire state of Mississippi. After warranty, service is charged for at a moderate rate, with one mechanic free to visit the home and repair heavy appliances. Nominal charges are made on all such repair work, with most charges carried out on an "estimate basis" which is submitted to the customer before the work is performed.

Remodeled into one of the most modern hardware stores between New Orleans and the Florida coast, Coast Hardware Co. has an 85-foot all-glass front, with the sales floor extending to a depth of

WHAT MAKES A **WINCHESTER** BEST?

TRADE-MARK



Just one example is the extra-fine *walnut* you see in Winchester firearms, even the most inexpensive 22 rifle, for Winchester quality *never* permits inferior or "substitute" materials.

Only *selected* cuts of *selected* walnut trees are good enough for Winchester stocks and forearms. Then, round-the-clock for months, fine temperature-and-humidity instruments in the great Winchester kilns control the slow-drying to exacting specifications... for Winchester firearms are built to withstand *all weather extremes*. Every step of the way, from forest to kiln to lathes to finish, *each* stock and forearm is inspected again and again and again.

Such high standards of quality... in materials, craftsmanship, tools, care, testing, inspection... that's why a WINCHESTER is *best*—in beauty, shooting excellence, durability, and pride of ownership. It has been that way with Winchester since 1866.



WHEN YOU SELL

WINCHESTER

TRADE-MARK

22 RIFLES

YOU SELL COMPLETE SATISFACTION

...the kind that builds life-long customers for your store

PRODUCTS OF



INDUSTRIES, INC.

WINCHESTER REPEATING ARMS CO., DIVISION OF OLIN INDUSTRIES, INC., NEW HAVEN 4, CONN.

SOUTHERN HARDWARE for MARCH, 1952

ORDER

your bolts, nuts, rivets and other fasteners easier and faster... without confusion or error. Buffalo Bolt's latest catalog NO. 51—gives you the information you need... in a hurry. It's clear, concise... and complete.

STOCK

top quality Circle ® Bolts in clearly-labeled, sturdy, corrugated board Handy-Pack containers. Simplify your handling problems. Write for folder explaining types of bolts, quantities and weights available in Handy-Pack cartons.

SELL

the high quality of the complete line of Buffalo Bolts which has never been surpassed. In combination with Handy-Pack cartons, they offer a superior product at a price no higher than that of ordinary bolts.

BUFFALO BOLT COMPANY

Division of Buffalo-Eclipse Corporation

North Tonawanda, N. Y.

Sales Offices in Principal Cities

PRODUCERS OF CIRCLE ® PRODUCTS—BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS



100 feet. White walls, modern blonde display fixtures, fluorescent lighting, a comfortable lounge for customers, and other features which appeal to customers, are included. A new sporting goods department forms an angle between two entrances to the store, for a colorful and attractive year-round display.

Win that Farm Trade

(Continued from page 64)

cans. The store has learned that when these tools are brought out into the open and shown prominently, volume is greatly increased.

Although the Woodruff brothers operate a "general" hardware store, they try to make the dairy farmer feel that this is especially his store. For this reason, dairy supplies not only have their own special displays, but are spotted throughout the entire store.

To make the farmer feel comfortable and completely at home, housewares, especially glassware, china, and other breakables, occupy space that is separated from general dairy supplies and related items. The entire front of the store is arranged for the farmer.

"We push dairy supplies because dairying increases the farmer's prosperity," said Paul Graddy, a store salesman. "A dairy farmer always has cash to pay for what he needs, too."

When the farmer comes in, he is greeted warmly by name. Many are called by their first names. He is made to feel free to use the telephone at any time, to meet his family here, or to rest. The store is airy, light, and uncluttered, modern in design and display fixtures, yet not too "fancy" for the overalled farmer or working man.

The dairyman's wife is not forgotten. Items that she needs, such as butter molds, paddles, and cream crocks, are stocked plentifully, along with the most modern kitchen utensils. Her own special department is a fascinating place for any home-maker. Her own display windows, angled at the side entrance corner, are well-filled with modern housewares, in frequently changed seasonal displays.

Since the store was opened five years ago, volume in every department has expanded steadily. Many of the customers are regulars, who buy most of their hardware items here.

**CLEAN
UP ALL
WAYS**
with



**GENUINE
CELLULOSE
SPONGES**

BOOST SALES

- Year 'round use promoted . . . gives you more and more sales through increased consumer acceptance.
- "Water-Breathing Action" . . . newest O-CEL-O feature to presell housewives.
- Famous Quality . . . tougher, longer lasting for every cleaning chore . . . can be used with all soaps, detergents and cleansers.

HIGH PROFITS

- Fast turnover . . . tie-in sales on cleaning items.
- Big DEAL for you . . . no strings or special conditions . . . buy 11 sponges, get 1 FREE . . . any sizes or colors (see below).

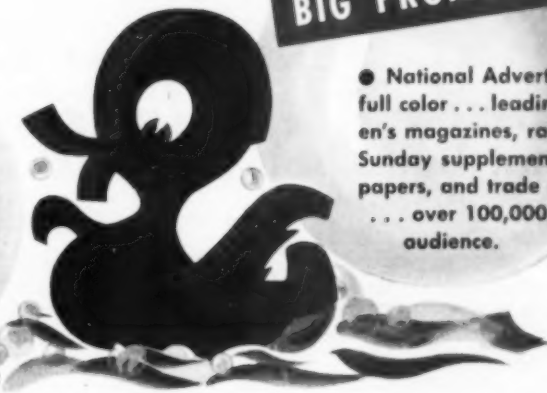
BIG PROMOTION

- National Advertising . . . full color . . . leading women's magazines, radio, TV, Sunday supplements, newspapers, and trade papers . . . over 100,000,000 audience.

STOCK — place your orders now . . . plan to meet the big demand created by our nationwide spring ad campaign.

DISPLAY — build a display around O-CEL-O with other cleaning items. You'll find O-CEL-O sponges are colorful, attract interest to your windows.

FEATURE — spring cleaning as a store wide promotion . . . Start your customers using O-CEL-O now. Enjoy year 'round repeat business.



YOU CAN'T BEAT A DEAL LIKE THIS!

SIZE	REGULAR DOZ. PRICE	YOU PAY FOR 11 SPONGES	YOU SELL 12 AT LIST	\$ PROFIT	% PROFIT
1C or 1CN	\$1.44	\$1.32	\$2.40	\$1.08	45%
2C or 2CN	2.52	2.31	4.20	1.89	45%
3C or 3CN	5.04	4.62	8.40	3.78	45%
4CN	7.20	6.60	12.00	5.40	45%

This deal applies to all sizes, assorted colors or natural. Deal is available for limited time only. Check your supplier now for details.

O-CEL-O Incorporated

1226 Niagara St., Buffalo, N. Y.



LAMSON "Sales Tools" that build bolt business!

The five "bolt salesmen" pictured above have boosted fastener sales for thousands of hardware retailers.

The chests and the "Speed Merchant" are pretty scarce now because of steel shortages, but some distributors still have a few on hand.

If you, too, want this team to go to work for you, better call your distributor immediately. He may be able to supply you. If not, we suggest you build up your bolt stock anyway—"just in case".

The LAMSON & SESSIONS Co.

General Offices: 1971 West 85th Street • Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham



"A special effort to make the customer feel that the dealer and his salespeople want him in the store brings certain results," Graddy said. "When the dealer creates a setting and an atmosphere of friendliness throughout the store, he can be certain that he will get his full share of profitable patronage from the customers to whom he caters."

Wages and Working Hours

(Continued from page 59)

A number of dealers pay a commission on sales of major appliances, while some give a monthly prize with a cash bonus at year-end.

Some dealers encourage greater effort on the part of sales people by giving them a commission on sales above a set quota.

Such a variety of incentive plans was reported that it appears that dealers have developed plans which are best suited to conditions in their individual stores. Following are some typical replies from dealers on the subject of incentive plans:

North Carolina—"Our sales people are given a percentage of profits, payable at the end of the year."

Tennessee dealer—"We pay a bonus which runs from 20 to 28 cents on each dollar of salary paid."

Texas dealer—"Certain salesmen receive a 5% commission on all sales over \$4,000 a month."

Louisiana dealer—"We give one week's to one month's pay in bonus."

Georgia dealer—"We pay a 5% bonus on all appliance sales, and a number of weeks salary as bonus at Christmas and at the end of fiscal year if profits warrant it."

North Carolina dealer—"As a sales incentive we give a prize each month for the largest percentage gain over the corresponding month of the previous year. We also pay \$100 in cash to the sales person who makes the largest percentage gain over the previous year."

Alabama dealer—"We pay a monthly base salary of \$125 plus 1/2 of 1% of total gross sales. In addition we pay a \$5.00 bonus for each sale of an electrical appliance."

Texas dealer—"We give a bonus of one month's salary per employee per annum."

DESIGNED
FOR
SPEED



Plumb Hammers are products of "over-all" engineering, too. The tough, special analysis steel head is scientifically balanced on its sturdy but resilient second growth hickory handle. The claws are specially tempered to give extra grip. As a result any job that calls for a hammer can be done faster—easier—and better with a Plumb. Furthermore, Plumb's extra quality guarantees a long, long life of service. Users, by the million, want the extra speed and ease Plumb design provides—that is why they choose Plumb hammers over all others.

Quality Comes FIRST PLUMB is FIRST in Quality

PLUMB®

HAMMERS
HATCHETS
AXES
FILES



SPIN-I-DIDDEE®

A 1/4 oz. size of the famous Nip-I-Diddee®—for spin casting. Phenomenal fish-taking ability. Only 2-1/4" long with flashy spinners that kick up a tantalizing fuss. Floats high. Ideal light action casting rod lure, too. 6 finishes. No. 916—\$1.25.

WEE-NIPPEE®

Make fools out of Nip-I-Diddee®, F. medium action casting rods. Sem. 2-3/8". Weight No. 912—\$1.35.

This Advertisement, Appearing in Outdoor Publications, will influence More Than 4,000,000 Anglers. Ask Your Jobber Now!

FIN-DINGO®

w-sinking lure; ones. Realistic ion. Casts easily medium action sell, too. Length Molded plastic 365—\$1.25.

LINES YOU CAN TRUST

BLACK-ORENO® LINE Finest casting line made. Nylon—10 to 40 lbs. tests \$1.20 up, silk—9 to 24 lb. tests \$2 up, per 50 yard spool.

EXCEL-ORENO® FLY LINE New finish won't crack, chip or peel. Double and bug tapers, silk—\$11, Nylon—\$9.50. Level sizes, silk—\$3.20 up, Nylon—\$1.95 up, per 25 yard coil.



DEPENDABLE® LINE Nylon for squidding and other salt water fishing, 24 to 108 lb. tests \$1.40 up per 50 yards.

DECEIVER® LINE. Camouflaged Nylon casting line in 10 to 40 lb. tests \$1.20 up per 50 yard spool.

DECEIVER® SPINNING LINE Soft, pliable, camouflaged monofilament Nylon. 2 to 8 lb. tests \$1.10 up per 100 yards.

SOUTH BEND BAIT CO., 900 High St., South Bend 23, Indiana

SOUTH BEND
A Name Famous in Fishing

FREE BOOK



Georgia dealer—"We pay a 5% commission on sales above a set \$1,000 quota."

Kentucky dealer—"We pay about \$5.00 a hundred on a cash sale to salesmen."

Mississippi dealer—"We pay a bonus—the bonus before being divided among sales people amounts to about 22% of total annual salaries."

Texas dealer—"Each year that our total sales exceed the previous year's, all employees who have been with the company for the full year exceed their last year's salary by the same percentage that total sales for the year exceed those of the previous year."

Suburban Store Merchandising.

(Continued from page 63)

to browse, he is encouraged to do so.

Lyerla also offers customers special services in the form of free delivery with no minimum purchase required, a day-and-night call service, interior decoration help, and advice in selection of hardware, plumbing or heating fixtures.

"Whether the customer is a home-owner or builder, I study the problem carefully before making recommendations on wiring, heating or hardware," he said. "My recommendations are always in line with other costs of the dwelling. If a moderately priced \$10,000 home is in question, I realize that the builder or home-owner must buy carefully. So, instead of suggesting solid brass locks, I recommend brass-plated models, which will last as long and save money. But if it is a \$20,000 home, I suggest a nice front door handle set instead of the regular locks. In fact, I recommend a better grade of hardware for use all through the house. Cost of hardware on these higher-priced homes is three times higher than in the \$10,000 houses, which is as it should be. Also, in the better homes, I suggest other equipment, such as electrical door chimes."

Consistent newspaper advertising in the local weekly paper features seasonal merchandise. The promotion is highlighted by two annual sales, which feature sharp discounts on seasonal lines.

In the two annual sales, a free ice cream cone is offered. Every person who bought a 1944 or 1946



...and only **PLYMOUTH**

offers

3

SEE-AND-SELL ROPE MERCHANDISERS

Rope must move to make money, that's why your best bets for better rope turnover are one or more of Plymouth's hard-selling rope displays.

Plymouth's 3 sales-getters—HandyPak, SalesRak and SalesMaker—comprise a convenient and complete system of handling many sizes of rope in any lengths . . . by package, off the spool or from the coil.

Set up one, two—or all three of these merchandising units in your store and get a good look at real merchandising in action.

If You Sell Binder or Baler Twine

Plymouth "Red Top" and "Green Top" Binder Twines are designed for fast, economical, trouble-free operation in the field—pioneered 65 years ago, when the grain binder was introduced, and constantly improved to keep pace with modern farming requirements. Plymouth Baler Twine is also engineered to do its specific job. The first baler twine made, it was designed in cooperation with the originator of the automatic twine-using, pick-up hay baler.



The SalesRak

Complete with display and dispensing rack as shown. Complete unit contains 16 spools 16 x 1/4", 6 x 1/2", 4 x 3/4". The 1/2" and 3/4" sizes are connected in units of 3 x 100' spools. The 1/2" size is connected in units of 2 x 100' spools. Rack holds 3 x 1/4", 3 x 1/2", and 2 x 3/4" spools at one time. See your jobber for prices.



The HandyPak

Contains 13 attractively packaged individual coils, in 50' and 100' lengths. Provides instant stock for the retailer with less a steady but small demand, and makes up bulk volume by "regular buying" transactions. Designed to fit the universal display rack for the hardware store. Replenished with great ease. Prices from your jobber.



The SalesMaker

Measures, measures, and cuts rope in any size up to 1" diameter. Designed for retailers where volume parties necessary in full or half cuts. Rope may be cut from loose coils, bales, coils, or from already cut coils. Ready to measure rope sizes to 1/2" or 100' with this unit. Cost \$17.50 ext. Counter model \$12.50 ext.



PLYMOUTH CORDAGE COMPANY

Plymouth, Massachusetts





BYRON M. GLAD
Portland Manager



WILLIAM J. McELROY
President
and General Manager



GERALD T. KNOTT
Assl. General Manager

SEATTLE CHAIN & MFG. CO.

For nearly forty years, Seattle Chain has been growing with the great Pacific Northwest. This important plant not only manufactures and distributes heavy chain for the lumber, fishing and marine industries, but *all types* of welded and weldless chain, chain hoists, electric hoists, trolleys, winches, etc.

ONE OF THE COMPANIES THAT MAKE

Round CHAIN

The coast-to-coast Round organization is justly proud of Seattle Chain and of the men who manage it. In all parts of the United States, other Round Chain Companies are equally well qualified to supply a *complete line of chain* in their respective territories. Wherever you are, there's a Round Chain Company nearby to *serve you better*.

Welded and Weldless Chain for Every Need!

FARM CHAINS • LOG CHAINS • BUILDING CHAINS • TIRE CHAINS
CHAIN HOISTS • TROLLEYS • CRANES • WINCHES • FITTINGS

ORDER FROM YOUR WHOLESALE, OR CONTACT ONE OF THE

Round CHAIN COMPANIES



penny into the store is given a coupon that is good for an ice cream cone at a nearby drugstore. Some 1,000 persons dropped into the store during the last two-day sale to get the ice cream cone coupons.

Discounts from 20 percent to bare cost make these two promotions interesting to customers. The "Appreciation Sale," a fall-promotion, features toys and wheel goods for holiday gifts. The spring "Anniversary Sale" accents lawn and garden supplies.

Dale's Hardware makes a strong bid for two primary sources of business; (1) residents of the growing residential area, which already boasts a population of over 10,000; and (2) contractors, developers and builders in the area who find it more convenient to shop at the suburban store than to go to the main shopping district.

"It might not seem important, but wearing appropriate clothes is a strong factor in wooing the contractor business," Lyerla pointed out. "When I am discussing package jobs with a contractor, I dress in work clothes that match his and try to look like I am really ready to get to work and make both of us some money."

WASHINGTON NEWS

(Continued from page 42)

the pricing chart provided in the retail regulation, CPR-7. That is, the wholesaler would show on his chart what his goods cost him as of a designated base period, what he sold them for, and what his margin was between cost and selling price. This procedure would establish allowable margins for pricing goods currently.

A major difference between the chart proposed in the wholesale regulation and the charts used under CPR-7 would be that the wholesaler would establish his own categories rather than to use categories prescribed in the regulation.

Discussion of the proposal brought out four main industry viewpoints:

1. Committee members felt that a pricing chart requirement should be avoided if possible, in view of the thousands of items handled.
2. Most committee members expressed the belief that the base

(Continued on page 87)



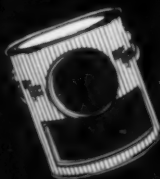
Get the Lion's share
of the paint profits
in your community!

SELL PATTERSON-SARGENT



MADE WITH OIL

You can't miss making more money... can't help building an enviable repeat-sale business when you feature BPS Flatlux, the made-with-oil wall paint that tops them all for profit and performance. Now available to you and your customers in a complete made-with-oil color range, BPS Flatlux does everything claimed for other paints and more... more dependably. Sign up today for a starring role in this money-making BPS Paint picture.



...luxurious, made-with-oil deep colors fit for a King yet priced for every man's castle. They're yours for profit!



Mark of Quality

...more money
from you



The Patterson-Sargent Company,
1325 East 38th Street,
Cleveland 14, Ohio

I'd like to know more about the BPS Line and its profit advantages.

NAME _____

ADDRESS _____

CITY _____

STATE _____

EXTRA!**Dealer Times****EXTRA!**

JACOBSEN SCORES AGAIN

Series of Nationwide Sales Clinics For Dealers

NEW HEADLINER IN JACOBSEN'S COMPLETE SALES PLAN

Pioneering new ideas in building and selling power mowers is an old story with Jacobsen Manufacturing Company. That's why it's not surprising that this power mower leader again points the way — this time with a brand new sales clinic for dealers.

A Nationwide Operation

The clinic will be nationwide in scope. From 400 to 500 separate meetings will be conducted for Jacobsen dealers in key trading centers throughout the country. Such an arrangement makes it possible to keep each group small enough for special attention to individual dealers' particular needs.

From Green Thumb to Greenbacks

The idea behind these clinics is to help dealers organize a hard-hitting power mower selling program and to build effective garden products displays around Jacobsen power mowers. Important features

of the clinic include such helpful sales aids as beautiful color slides and sound films and a presentation of the wide variety of promotional material available to Jacobsen dealers. The whole program is designed to help dealers convert their "green thumb" merchandise into profits.

Clinic Keyed to Entire Staff

These sessions are designed to make everyone in the Jacobsen dealer sales organization — a power mower promoter — partners, sales clerks, delivery men, mechanics. Each clinic will wind up with a question-and-answer session and the evening topped off with refreshments.

Details to Be Released Soon

Complete details about these stimulating, profit-building sales clinics have just been released to Jacobsen dealers. If you are not a Jacobsen dealer, but would like to know more about this sales clinic and the most complete power mower line in the industry, write today for full particulars.

JACOBSEN
MANUFACTURING COMPANY
Eau Claire, Wisconsin

WASHINGTON NEWS

(Continued from page 84)

period established in the GCPR—December 19, 1950 through January 25, 1951—would be preferable to a current base period.

3. Committee members expressed doubt that one regulation to govern all wholesaling in the consumer goods field can be successfully devised and administered. It was suggested that, instead of a single regulation, there might be several covering different fields, such as hardware and furniture.

4. There was general agreement among committee members that landed costs should be the basis for computing chart markups and for determining current ceiling prices.

Tailored Price Order For Fastener Makers

MANUFACTURERS of bolts, nuts, screws and rivets have been issued a tailored ceiling price regulation, CPR-118, which became effective January 21, 1952.


OPS announced that, generally, the regulation maintains the level of ceiling prices prevailing during the GCPR base, December 19, 1950, to January 25, 1951, on the basis of prices in effect on January 25, 1951.

The new regulation establishes ceiling prices on the basis of published list prices which a producer had in effect on January 25, 1951, subject to the same discounts, differentials, terms and conditions of sale and delivery which the producer had in effect on that date. It permits the use of customary pricing formulae in the determination of ceilings for products which were not sold during the base period.

CPR-118 covers a wide range of industrial fasteners made from ferrous and non-ferrous metals and includes the general term "bolts, nuts, screws or rivets, blank bolts, wood screws, threaded studs and miscellaneous headed, threaded, punched, bent or cut off products." The term does not include explosive rivets, wire nails, cut nails, cut tacks, brads, cotter pins, washers, pipe fittings, pipe plugs (other than socket plugs), solid and flexible staybolts, and expansion toggle bolts when sold with shield or expansion nuts.



THE
TWIN



FISHERMEN
DEPEND
ON



Gold Medal
QUALITY SEINE TWINE

Fishermen everywhere insist on Gold Medal Seine Twine because they know they can depend on its superior quality, just as they have for generations.

They know the specially selected, carefully spun long staple cotton that goes into Gold Medal Seine Twine makes it the twine that will last longer, and mend and knit better nets because it ties right, hangs without kinks or twists.

This is the same twine used in famous Gold Medal netting.

Gold Medal
THE LINEN THREAD CO., INC.
Successor to American Net and Twine Company

418 Grand Street, Paterson 1, N. J.

Chicago 10, Ill. • New York 17, N. Y. • Boston 10, Mass. • Baltimore 3, Md.
San Francisco 5, Cal. • Gloucester, Mass.

NEW

PRODUCTS

AND SALES PROMOTION MATERIAL

Separator Tray Added to Skotch Kooler . . .

A transparent separator tray of polystyrene plastic has been added to the Skotch Kooler, new fashion picnic cooler recently introduced by the Hamilton Metal Products Corp., Hamilton, Ohio, according to Myron Piker, vice president.

The tray will be suspended in the top of the Kooler, to enable the user to completely separate bottled goods and ice from sandwiches and other foods he wishes to keep dry, cool and fresh.



The tray is suspended by means of a ridge rolled into the inner body of the Kooler, and has a cut-out grip at each side to make removal and replacement simple.

The Skotch Kooler, in a plaid design, is said to offer greater heat or cold retention because of its three-way insulation. It measures 14 inches high by approximately 12 inches in diameter, and will retail for \$7.95.

Animal Trap Offers New Plastic Duck Decoys . . .

Animal Trap Co. of America, Lititz, Penn., announces the addition of new molded Tenite plastic duck decoys to its line. Called Victor Majestic, the new decoys are waterproof and unusually tough and durable, it is claimed.

Victor Majestic plastic decoys are oversize with realistic body colors permanently molded in. They ride naturally in calm or rough water,



and a built-in ballast makes them self-righting. Heads are detachable and can be adjusted by the hunter.

The new decoys are available in three species: mallard, black duck, and pintail. They are priced to retail at \$4 each, or \$40 per dozen.

Animal Trap Company's line also includes Victor Veri-Lite, cellulose plastic; Victor Vac-Sta, wood with inside air spaces; Victor solid wood, and Victor Balsa decoys.

Stanley Tool Station Part of Sales Program

The new Stanley Tool station was unveiled and presented to salesmen and sales representatives of the company at the recent annual sales conference, home office in New Britain, Conn.

The tool station is one of the new merchandising units being offered to the trade as a part of the overall 1952

sales program. Modern in design, the new island fixtures offer a complete centralized tool department with maximum flexibility in bin arrangement. Carefully selected stock is displayed in a minimum of floor space, and each tool is clearly priced and numbered.

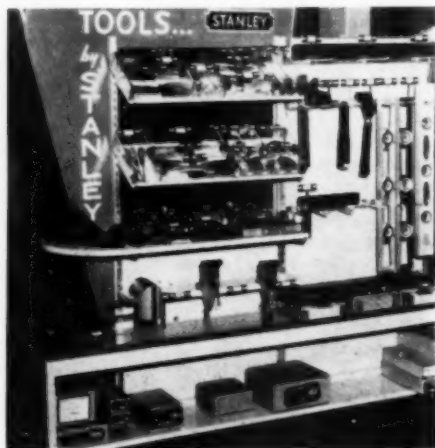
Indian Fire Pumps Being Used by Civil Defense . .

D. B. Smith & Company, Utica, N. Y., announces that the increased civil defense program has brought increased demand for the Indian fire pumps, called "one-man fire departments" by fire chiefs.

The Indian pump is carried on the back and includes a streamlined, formfitting, 5-gallon tank. Carrying straps are adjustable. Easy pumping throws a powerful, straight stream, or nozzle adjusts to long distance spray or fog mist, it was announced. Only clear water is used—no chemicals are included.

Standard equipment for fire departments, forest rangers, farmers, etc., Indian fire pumps are available with tank of galvanized steel, solid brass, or solid brass chrome-plated. A catalog describing the units is available on request to the manufacturer.

One of Stanley Tool's new self-service permanent island display fixtures. Nine square feet of floor space with this fixture offers 40 square feet of selling space. Fixture measures 5 ft. long, 20 inches wide, 58 inches high, and is finished in soft red and gray. A similar tool station is available with De-fiance tools



HERE'S YOUR

PRICE LEADER

PAINT SPECIALTY—for PROFIT!

- One item—An Outside White Paint that is HIGH in quality and LOW in PRICE!
- Wear-Test sells for less—Yet it carries a Full Mark-Up!
- It's just as white as the finish on your refrigerator, and it stays white!
- It's High Hiding—one coat will cover!
- Made with titanium dioxide pigments, with synthetic plastic resins.
- It's fume resistant—especially recommended for Southern Climate. Exceedingly Durable. Gives excellent Coverage—and sells for a price that is much lower!



→ THE OUTSIDE WHITE PAINT THAT IS
HIGH IN QUALITY - LOW IN PRICE!

HERE'S HOW WE CAN GIVE YOU HIGH QUALITY AT A LOW PRICE:

Wear-Test House Paint is mostly made of ingredients recovered from the overspray from refrigerators and stoves—meaning that it is made of the finest quality pigments and vehicles. Through the special Wear-Test process all of the high qualities of these paints are retained—to give you an outstanding product to offer your customers—at a price that is amazingly low! Let us give you all the details about Wear-Test—and show you how you can have a smashing price leader paint specialty, that will give you more volume and profits. A few jobber territories are still open. New Dealers are wanted.

JOBBER TERRITORIES NOW OPEN!

OTHER
WEAR-TEST
PRICE LEADERS!

ONE-COAT SYNTHETIC ENAMEL
A high quality, durable enamel that will give you more sales—at a price!

ONE-COAT SEMI-GLOSS
An interior finish that is second to none in durability and appearance.

FLAT WALL FINISH
Another price leader that will pep up your volume on wall finishes.

ALL WHITE GOODS!

WRITE, WIRE PHONE

THE MERIT PAINT & VARNISH COMPANY

Walter H. Haymans

SOUTHERN SALES REPRESENTATIVE

1624 Van Epps St., S.E. Atlanta, Ga., EV 6461

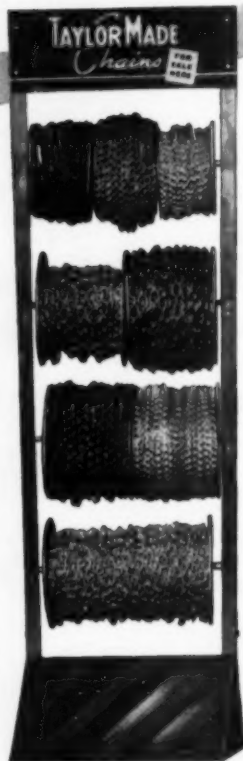
Profitable Chain Sales- roll off these reels!



The Taylor Made Chain Display Stand is a *proved chain merchandiser*. It puts chain out in front of your customers—stimulates sales and profits. Ruggedly built—it holds up to eight reels—gives you a complete weldless chain department on less than two square feet of floor space. Size: 51" high, 16" deep, 16" wide. See your jobber for circular giving full details and suggested Taylor Made Chain Assortments.

S. G. TAYLOR CHAIN CO.

Dept. 25
Hammond, Indiana



MANUFACTURERS OF

Cow Ties, Tie Outs, Anti-Spreader and Trace Chains plus a Complete Line of Welded Chain and Tire Chains for cars, trucks, buses, and farm tractors.

New Minnow Breather Introduced by Frabill

A new type of minnow breather with light, sturdy, open-frame construction has been introduced by the Frabill Manufacturing Co., Milwaukee, Wis., manufacturers also of an entire line of fishing equipment, including the "Bob-em 2-way" fish float.



Called the Frabill No. 250 Minnow Breather, the new unit features a heavy-duty, laminated sulfite insert with special breathing properties. The breather insert sets inside a plated, rust-resistant metal frame, and a conventional minnow bucket cap and hinged lid are held secure by the frame. Shrimp, minnows and other types of live bait can be kept healthy inside the insert for longer periods, it is claimed.

The large-size Frabill minnow breathers come packed four to the shipping case, approximately 12 pounds to the master carton. List price is \$2.50, while replaceable inserts (No. 250B) list at \$1.25, it was announced.

Rockwell Offers Hardware Week Hand Saw Value . . .

Rockwell Tools, Inc., 1314 Kinnear Road, Columbus 8, Ohio, is offering the "Gem" hand saw value for National Hardware Week, featuring a 26-inch, 8-point, 4-gauge taper ground hand saw.



The saw features a Rockwell blued steel blade, striped finish, harmonizing apple finish beechwood handle with the Rockwell red "R" medalion. New styling and quality construction, combined with the retail price of \$3.88, should interest consumers, it was announced.

Every box of six "Gems" will contain a 5-foot window streamer for

The Most Powerful Advertising - Merchandising Campaign ever put behind

Coleman

CAMP STOVES and LANTERNS

• The great Coleman 1952 National Advertising program is pre-selling Coleman Camp Stoves and Lanterns for you stronger than ever before! No matter where you are located, your customers are being continuously reached and influenced by this powerful campaign.

Sell 'em Together

Dealers everywhere find it easy to sell both the Coleman Camp Stove and Lantern at the same time—making two profits with one sale. Every customer who buys one is a natural prospect for the other.

SERVE A DOUBLE PURPOSE—Supply light, heat and cooking facilities in times of disaster, power failures and other emergencies. Also used and endorsed by leading outdoorsmen for hunting, fishing; ideal for picnics, vacations, all outings.

Display 'em together... demonstrate 'em together... and you'll sell 'em together!

They Go Together!



Left—
Model 200 Lantern
Right—
Model 4130
Camp Stove



74 MILLION Sales Messages

Big, powerful Coleman ads in LIFE and the SATURDAY EVENING POST—and in all of the leading outdoor magazines—are repeatedly going into the homes of the great mass of Americans all of whom have need for equipment of this kind for emergency use, and who are also interested in outdoor recreation.

Special Advertising Package FREE!

You can tie up and cash in on this Coleman National Advertising with free mats of ads to run in your local newspaper over your own name—and with free displays that help you sell in your store. Ask your Coleman representative about all this sales help.



THE COLEMAN COMPANY, INC., WICHITA 1, KANSAS

here's why it pays
you to sell...



molded rubber

knee pads

The reason it pays you to sell Judsen Knee Pads is that they're so useful to so many of your customers. Anyone who works on his knees wants comfort and protection in wholesale lots.

You can furnish that comfort and protection by selling Judsen Knee Pads—a "must" in your line of fast moving, good profit items.

They're priced to "sell" at \$2.50 per pair. Dealer's cost is only \$1.50 per pair. Order a dozen pair today, display 'em on your counter and they'll sell themselves!

made by Judsen Rubber Works, Inc., Chicago 24



FOR EVERY "down on the knees" JOB!

ASK YOUR JOBBER OR WRITE



Cement finishers demand 'em for sure knee safety.



Gardeners get real protection from rough or damp ground.



Miners wear 'em for sure protection on rough, jagged rock.



Roofers like the non-slip waffle tread.



Tile layers and many other knee workers use 'em day in and day out.

maximum promotional impact during Hardware Week. Also, an informative 20-page instruction booklet covering the proper use and care of a quality hand saw will be included with each saw.

Further information concerning the "Gem" and special Hardware Week promotional literature may be had by writing the manufacturer.

North Bros.' Hardware Week Special Unit . . .

North Bros. Mfg. Co., Philadelphia, Penn., Division of Stanley Tools, is offering a special tool unit for Hardware Week only—the regular Yankee-Handyman spiral ratchet screw driver, No. 133H, on which is taped a No. 333H drill point set.



Combined, they are offered as the No. 133HW unit and will list for \$2.98 each. The driver drives and draws screws, and becomes a drill when used with the No. 333H drill point set for boring small holes in wood or plastics. Handle is glossy black; all exposed bright metal parts are nickel-plated.

Four No. 133H units are packed in the Yankee-Handyman counter merchandiser. A colorful window poster is packed with each merchandiser.

Wooster Offers New Rubbermaid Cleaner

Wooster Rubber Co., Wooster, Ohio, is now offering Rubbermaid Cleaner, a service product packed in pint bottles for cleaning all household rubber goods.

Rubbermaid Cleaner carries a suggested retail price of 95 cents and will be distributed nationally by representatives handling the Rubbermaid line. Cleaning properties of the item can be demonstrated easily on any rubber houseware item, it was announced, and is effective on linoleum-top work tables and counters.



**BIGGEST
NAME IN
PLUMBING
RUBBER
PRODUCTS**



LAVELLE



YOUR COMPLETE PLUMBING RUBBER DEPARTMENT

MADE RIGHT!

PRICED RIGHT!

PACKAGED RIGHT!

LAVELLE *Rubber Company*
426 N. Wood Street, Chicago 22, Illinois

Tank Balls • Faucet Washers • Force Cups • Hose Washers • Basin Stoppers • Repair Assortments

SOUTHERN HARDWARE for MARCH, 1952



**No. 36 Lucky Strike
FAUCET WASHER
ASSORTMENT**

36 individual packages per unit. Each package includes 8 genuine Lavelle bevelled faucet washers in all popular sizes with necessary brass screws.



**No. 424 Fit One-Fit All
TANK BALLS**

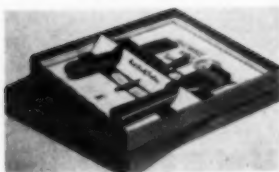
12 individually packaged tank balls to colorful counter unit. Special tapered seat for smooth operation on all size flush valves.

Red Devil Announces Hardware Week Special

Red Devil Tools, Irvington, N. J., announces that a Tenite-handled 14-inch putty knife is included free of charge in a kit containing a Red Devil wood scraper and glass cutter, offered as the 1952 Hardware Week Special.

The three tools, worth \$1 at regular prices, will be specially boxed in a display package that will retail for only 79 cents, it was announced.

The No. 40 wood scraper, with 14½-inch blade and 7-inch handle retails regularly for 45 cents; the No. 024 glass cutter for 35 cents; and the



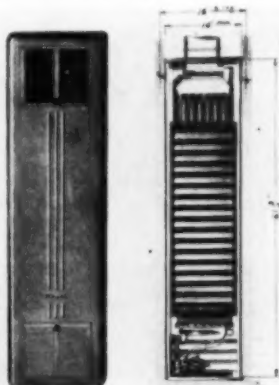
No. P-105 putty knife for 20 cents. Retailer's cost is \$6.32 per dozen kits, with a resale price of \$9.48 per dozen, the manufacturer pointed out.

In addition to display packaging of the deal, free newspaper advertising mats and a 3-color easel display-

card for counter or window are available from the manufacturer. Supplies are limited, and the Hardware Week special is subject to withdrawal without notice.

New Royal Gas Heater Line Now Being Produced . . .

A new line of Royal gas-fired recessed vented wall heaters is now in production by Chattanooga Implement & Mfg. Co., Chattanooga 6, Tenn. The wall heaters are made in 25,000 BTU size, single unit, or 50,000 BTU size, double unit.



The new wall heaters are said to be easy to install and to fit between studs of 16" centers. They have one-piece Royal cast iron burners with drilled raised ports, and the entire burner and control assembly is easily removed.

A.G.A. approved, the heater is adaptable for use with Robertshaw or General controls. It has a Royaltex finish in a neutral tan to blend in with any decorative color.

Distributors for the new Royal wall heaters are now being appointed.

EASY TO SELL



For beauty, comfort, appeal and getting the job done—nothing sells like Murray window and ventilating fans. Be prepared for the summer boom in ventilation. See your Murray distributor today. See below.

EASY TO INSTALL



Nothing to nail or screw down. Murray's flat-as-a-flounder attic fan rides free and whisper-quiet in a cushion of foam rubber.

JUST DROP IN PLACE

Any-one-can-install-it simplicity makes Murray the fastest selling, most demanded package unit ventilating fan available.

Shutters are fully automatic. No pull cords, no adjusting—means more sales.

DISTRIBUTORS



It's Impossible TO LOSE MONEY WITH A MURRAY FRANCHISE

Simply report unpaid fan inventory to Murray after season—for FULL CASH CREDIT. No inventory carry-over, no tie-up of capital. Report inventory and get check. You can't lose.



MURRAY
VENTILATING & WINDOW FANS

COMPANY
OF TEXAS

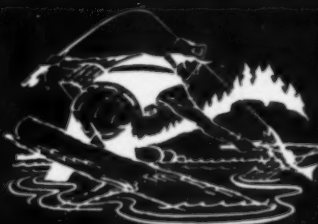
WRITE FOR PRICES,
INFORMATION OR
CATALOG

FOR SALES AGENTS - W. J. BIGGINS CO. INC. - 115 HARRIS ST. - NEW ATLANTA, GA.

Turnbuckles Introduces New Bright Wire Line . .

Turnbuckles, Inc., Michigan City, Ind., has added a complete new bright wire goods line to its products. The new line includes round and square bend screw hooks in both steel and brass; large, medium and small screw eyes in steel and brass; gate hooks and eyes; plate and screw type clothes line hooks; brass cut hooks; lag thread eye bolts; brass shoulder hooks; porch swing hooks; plate and screw type hammock hooks, and steel and brass eight hooks.

R. R. Osborn, president of Turnbuckles, announced that all new items will be packaged in the Turnbuckles cartons, which permit quick identification.



OCEAN CITY - MONTAGUE DEALER NEWS

PHILADELPHIA, PA. • MONTAGUE CITY, MASS.



MAD MARLIN SPEARS SHIP

The "Merrie Sea" was tossing in an angry sea off Catalina Island, with owner Harold Woods on deck. Experience told him that the condition of the sea meant marlin!

After outrunning a large bull seal that tried to take his bait, Woods released the drag on his Ocean City 603 light tackle reel. Just then the marlin struck and showed some 150 feet. For a moment everything was quiet—then the action started.

After a few thrashes in the churning water, he turned and headed straight for the "Merrie Sea." Seconds later he struck, his bill piercing the side of the ship and shaking her from stern to stern. The bill went ten inches through the heavy planking.

Momentarily he hung there and then, with a mighty lunge, broke his bill and cut loose. Woods says the pace was such that he feared his 27 lb. test line might part at any time. But rod, line and Wood's Montague 6 oz. regulation light tackle reel stood up, and finally the 152½ lbs. of fighting fury were brought alongside.



MONTAGUE ANNOUNCES NEW \$4.95 BAITCASTING ROD

Dealers have asked us for a low-priced baitcasting rod to help them build store traffic. This is it!

A brand new Montague low-priced baitcasting rod of solid fiber glass, Model 3G4. Priced to retail at only \$4.95, it's built to measure up to every one of Montague's strict standards of quality, skill, and precision.

It's a baitcasting rod designed to fill the needs of the average fisherman. It offers them years of satisfaction with its excellent performance and service. And it offers you a full profit on every sale.

Ask your jobber salesman to show it to you right away. Comes in 3½, 4½ and 5 ft. lengths with two guides, and Montague's famous Scru-lock grip with cork forward.

Stock it—display it—watch it sell itself. For there never was a baitcasting rod built that offered greater value!

Montague is also offering another brand new rod that's sure to be sensational in sales. It's the Model 15163 one-piece, medium weight detachable boat rod of solid fiber glass. To retail at \$12.00, it's a sturdy, sensible rod of fine quality construction. Put it to profit for you!



DEALERS PRAISE OCEAN CITY'S REEL-LINE OFFER

Dealers everywhere tell us that Ocean City's reel-line promotion is paying off in sales!

Under this plan, you can give your customers a fifty-yard spool of Ocean City's Top Grade Nylon Baitcasting Line with the purchase of an Ocean City 1591, 1600 or 1800 level wind reel.

Under the deal, on top of each reel you buy there is an acetate container with the line. Each spool of this quality line of DuPont nylon has a retail value of \$1.30.

For the complete deal . . . packed ready to sell with customer-stopping display card . . . you pay only \$43.28. You sell the reels for \$68.70. That adds up to a fast profit of \$25.42 for you!

Take advantage of this sales plus—stock up now on the reel-line deal. The offer is for a limited time only. Make the most of it while it lasts!

WORLD LEADERS IN RODS AND REELS

12 Proved Profit-Makers for Every Dealer!

the **KESTER DOZEN**



Your Customers know KESTER... Makes it Easier to Sell!

Nationally advertised... nationally known
... Kester Solder enjoys real customer acceptance.
Confidence in any product means greater sales;
stock Kester and you'll really profit!

Cash in on the Home Repair Market!

More and more, the "man of the house" is turning to repair and hobbycraft work for economy and relaxation.

He needs solder... and Kester's "Soldering Simplified" booklet tells him how to use it.

Get your free copies right away!

KESTER SOLDER COMPANY

4225 Wrightwood Avenue, Chicago 39
Newark 5, New Jersey • Brantford, Canada

**KESTER
SOLDER**

Sell KESTER and you sell the BEST!

New Counter Display for Cheney Nail Hammers...

A new Cheney display, approximately 15 x 15 inches, is being sent to dealers with all orders of one dozen Cheney nail holding hammers No. 938 and includes one No. 938 hammer free for use with the display.



This is the first counter display and deal ever made to dealers by the manufacturer, The Henry Cheney Hammer Corp., Little Falls, N. Y. Printed in five colors, the display calls attention to the merits and uses of the nail holding hammer, and the manufacturer believes that it will increase sales of this item.

New Vimlite Replaces R-V-Lite 300-W...

Arvey Corp., Chicago, manufacturer of the R-V-Lite of all-purpose window materials, announces the discontinuation of No. 300-W and its replacement by the new Vimlite 300-CW.



Improvements incorporated in the new Vimlite product are greater strength and durability. The original 300-W employed a 6x8 mesh bonded between two sheets of transparent plastic. New Vimlite 300-CW utilizes a 10x10 mesh reinforcement coated with Tenite plastic. It will perform in every way like the 300-W, which it resembles in appearance.

Vimlite 300-CW combines most of the transparency and ultra-violet transmission of the present 700-W



Time to Stock...

PORCH SWING CHAIN SETS

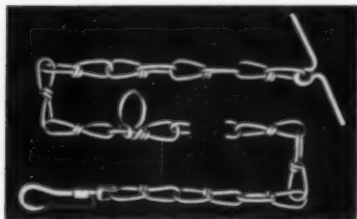
Hodell Porch Swing Chains, in the favorite Bulldog pattern, are now available for immediate delivery. These good-looking, long-lasting chains are standard equipment with over 60% of swing manufacturers. Order them soon through your jobber, for spring and early summer selling.



Each set includes two complete Y-type chains and a pair of ceiling hooks—everything needed to hang a swing. Packaged one set to a carton, clearly and colorfully labeled.

ANIMAL CHAINS

Stock enough Hodell Cow Ties, Tie-Out Chains and Halter Chains for the season ahead—order them now through your jobber. Hodell Animal Chains also include Kennel and Exerciser Chains, Anti-Cow Kickers, Dog Couplers and Chain Choke Collars.



Hodell Halter Chains are strong and light, available in either welded or weldless types, in most popular styles and lengths. Completely assembled, packed 6 or 12 to a carton according to size.



Sell **HODELL** *The Chain that Serves the Best!*

HODELL CHAIN COMPANY

Cleveland 3, Ohio
Div. of The National Screw & Mfg. Co.



FASTENERS



HODELL CHAINS



CHESTER HOISTS





to help your customers toward easier, faster metal-cutting — sell them VICTOR hand and power hacksaw blades and flexible-back band saws.

They'll appreciate, too, having copies of the timely authoritative VICTOR Metal-cutting Booklet. Be sure you have a supply on hand. We're making sure, with consistent advertising, that your customers know about them.

Sold only through recognized distributors



Makers of Hand and Power Hack Saw Blades, Frames and Metal Cutting Band Saw Blades

4x4 aluminum mesh product with the extra strength and durability of the new Vimlite 800-CW 14-mesh material. Yet the retail price is only slightly higher than 700-W and considerably lower than the 800-CW.

Further details, price schedules and new catalog sheets are available from Arvey Corp., 3462 Kimball Ave., Chicago 18, Ill.

New Durall Aluminum Tension Screen Announced

Faster installation, greater convenience and more eye appeal are described as features of the new and improved Durall aluminum tension screen announced by the New York Wire Cloth Co., New Canaan, Conn.



The new tension screen (which differs from the conventional wood screen in that it has no side frames and is put up from inside the house) features two side clamps which lock the screen into place at the bottom. The clamp, which is on the screen itself, eliminates hardware on the window sill.

Durall in 1952 also will have an improved top bracket. The entire screen, the manufacturer says, can be put into place and secured from the inside in 7 seconds. Despite the fact that Durall is lighter than conventional screens, is rust-proof, lasts longer and never needs paint, its original cost is lower than conventional screens and there is no upkeep, according to the manufacturer.

Shakespeare Issues New Angler-Reference Catalog

The Shakespeare Co. has announced that the new '52 catalog is being distributed to the tackle trade and mailed to anglers who made early requests.

The 44-page tackle catalog is printed in rotogravure with 4-color

3 Way Profits for You

Sell Top Quality

Keystone

WIRE INSECT SCREENING

★ GALVANIZED STEEL

Keystone Galvanized Steel Wire Screening, made of specially selected analysis copper bearing steel, gives strength and rust resistant qualities.

★ QUALITY BRONZE

Keystone Bronze Screenings, both Bright and Antique finish, woven from highest quality commercial bronze wire of 90/10 analysis (90% Copper, 10% Zinc Alloy) combines beauty, hardness, strength and resistance to atmospheric conditions.

★ CLAD ALUMINUM

Keystone Clad Aluminum Screen Cloth can be sold by you with confidence. Will not stain or discolor woodwork or masonry. Red rust is eliminated, appearance improved. Light, strong, durable, and pleasing to the eye.



Write for free catalog today.

KEYSTONE WIRE CLOTH CO.

Manover, Pa., Fostoria, Ohio

the MOST POWERFUL FLASHLIGHT-LANTERN MADE!

JUSTRITE

Yellow-Flash-8

Truly in a class by itself! No other light can come close to its 2500 ft. beam. Fits in space 8" by 3" by 3". Compare these other outstanding features with any other flashlight sold:

FULLY ADJUSTABLE LIGHT UNIT
With focusing spot beam. Easily tilted to any desired position. Highly polished silver plate reflector. Convenient "flip" switch.

SPECIAL PATENTED DUO-CIRCUIT
Allows use of 8 standard flashlight batteries or one 6-volt lantern battery. (Bulb furnished for 8 flashlight cell operation).

Fully Convertible



Special, patented duo-circuit. For powerful light, uses 8 standard flashlight batteries with 12-volt bulb. For longer life, uses one 6-volt lantern battery with 6-volt bulb.



PLUS NATIONAL
ADVERTISING
for year round profits

JUSTRITE Mfg. Co., 2061 N. Southport Ave., Chicago 14, Ill.

Holes for thong or ball to carry on arm

**ACTUAL
SIZE**

BAKED-ON YELLOW ENAMEL CASE
Of rustproof metal with high-visibility yellow and gray baked-on enamel. Square in design for self-standing. Lightweight and long lasting.

"DOUBLE" CARRYING HANDLES
Handles hold flashlight-lantern firmly for full control and convenient handling. Handles fold flat against case when not in use.

only
\$3.95
less batteries

cover and insert pages. The color sections highlight several recent tackle developments by Shakespeare: the new No. 1850 spinning reel, Formula 12-0-9 fly flies, a new direct drive Ideal reel, and a low-priced series of glass fiber Wonderrods.

The new Wonderrods are featured in a two-color center spread in the catalog, showing the results of a glass rod test conducted by the Pittsburgh Testing Laboratory.

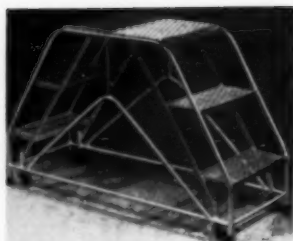
The current edition of the catalog is designed as an angler-reference keepsake and is spiced with many fishing pictures, angling hints, up-to-date tackle care, and helpful articles

written by noted angler personalities especially for the catalog. Two complete pages are devoted to bait and fly casting instructions by U. S. Casting Champ Ben Hardesty.

A copy of the new catalog is available upon request to The Shakespeare Co., 241 E. Kalamazoo Ave., Kalamazoo, Mich.

Ballymore Offers New Double-Step Ladder

Ballymore Co., 139 Pennsylvania Ave., Wayne, Penn., announces a new Ballymore safety ladder featuring steps on both ends, so that two



or more people can use the ladder at the same time in large assembly jobs and in stock room aisles.

When no one is on the ladder, it rolls easily on swivel casters. The weight of a person, however, causes the spring mounted casters to deflect so that the rubber-tipped legs engage the floor and the ladder will not roll.

The frame of the Ballymore A-type ladder is made of welded tubular steel. The steps are expanded steel, which provides a non-slip surface, welded to bar stock for rigidity. The ladder is 30" high, 17½" wide, and 48" deep.

Red Devil Offers New Painters Tool Display

A counter merchandiser and stock-in display, carrying a complete assortment of painters and glaziers cutlery, has just been introduced by Red Devil Tools, Irvington 11, N. J.

The A9 merchandiser holds 2 dozen putty knives and 2 dozen wall scrapers, 1 dozen sandpaper holders, 1 dozen glass cutters, 1 dozen razor



blade holders, and 1 dozen packages of glaziers points. Quantity of each item is "sales-proportioned" to provide a balanced inventory of guaranteed sellers in every price range.

Constructed of wood and designed as a permanent display, the merchandiser is supplied, without charge, at the cost of the tools only. Total list price (all tools) is \$59.20, at a dealer price of \$39.20 providing a \$20.00 mark-up for the dealer.



Famous TANDROTINE has been returned to the market by popular demand! TANDROTINE is recommended wherever a high grade paint, enamel or varnish thinner is required.

Preferred by professional painters and homeowners alike, TANDROTINE has a high flash point, pleasing odor and is non-irritating. It's excellent for thinning, cleaning brushes, removing paint and grease, dissolving wax and a hundred other household uses.

TANDROTINE is a high grade product . . . as fine a thinner as any on the market and selling for a very economical price! Get new profits, bigger sales . . . Stock TANDROTINE today!



OAKES Complete Line of POULTRY EQUIPMENT is PROFITABLE for every OAKES Dealer



No. 1540-G Gas Brooder



No. 3942-W Broiler Trough



No. 600 Automatic Watering Trough



No. 448 Chick Feeder

Oakes line is a preferred line. Preferred by poultrymen everywhere because of the high quality, dependability and long life that is built into every OAKES product.

Every OAKES dealer stands to profit more because he offers more. Thus customer confidence the kind that means additional sales is established.

See your OAKES jobber. Write for new catalog #56.

THE OAKES MANUFACTURING COMPANY
BOX 358-W TIPTON, INDIANA



No. 583 Waterer

NEW TYPE MAIL BOX HOLDS ALL THE MAIL

EVEN MAGAZINES AND NEWSPAPERS



**Mailmen Love it!
Home owners prefer it!
—No wonder IT SELLS!**

Here's a mailbox designed as a mailbox should be! Long enough to hold EVERYTHING, including large magazines and newspapers. A perfect item to feature because it is different and better than any other!

- OPENS and CLOSES WITH A TOUCH—Mail can be placed in box or removed with one hand.
- NO CATCHES OR SPRINGS—No danger of injury to hands.
- STORM-PROOF — Top extends beyond front cover, fully protecting mail from rain or snow.
- DURABLE—Made of heavy sheet steel, electrically welded. Will last for many years.
- ATTRACTIVE FINISH—Beautifully finished in green wrinkle baked enamel. Harmonizes with exterior color scheme of any house.
- RETAILS for only \$3.98.

Order from Your Jobber Now!

DUTTON-LAINSON CO.

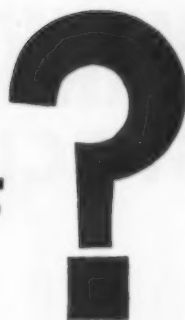
Dept. H-2

Hastings, Nebraska

SOUTHERN HARDWARE for MARCH, 1952

Who is The Leader

in the
fishing tackle industry



You don't have to guess

According to Treasury Department figures, Excise Tax collections on FISHING TACKLE (July 1-November 30, 1951) were 25% BELOW the corresponding period in 1950.

But



Fishing Tackle Sales

(for domestic consumption)

were 20% AHEAD of 1950

Do ... H-I Rods — Reels —
Lines — Lures — enjoy top
consumer demand and
acceptance?

You be the judge

See your H-I salesman, YOUR TACKLE SPECIALIST. He'll show you the tackle numbers which have made H-I the sales and profit leader in its field.

Horrocks-Ibbotson Co.

UTICA, NEW YORK

Manufacturers of the largest line of fishing tackle in the world

"YANKEE" SPECIAL



priced to
sell at
\$2.98

133HW
Handyman Driver
and
Drill Point Set

during IRHA Hardware Week
April 17-26

This "Yankee" Special for IRHA Hardware Week packs a powerful selling punch. Drill Point Set adds double utility to Handyman Spiral Ratchet Screw Driver . . . double sales appeal to women as well as men.

Four "Yankee" Handyman Specials are packed as a unit with colorful, counter merchandiser (above). Removable band announces special low price of \$2.98 (regular \$3.65 value) for this big-selling Week. Make plans to stock "Yankee" 133HW Specials now. Order from your jobber.

"YANKEE" TOOLS THE TOOL BOX
NOW PART OF **STANLEY** OF THE WORLD
Reg. U.S. Pat. Off.

NORTH BROS. MFG. CO. Philadelphia 33, Pa.

Convertible Paint Brush Announced by Baker . .

A new, convertible-type paint brush which converts to three different size brushes, depending on surface to be painted, is announced by Harry G. Shulman, president of Baker Brush Co., 83 Grand St., New York 13, N. Y. Described as the "world's most versatile paint brush," Baker's "3-4-1" is actually a 4-inch wall brush when fully assembled, yet it converts to either a 2½-inch varnish brush or a 1½-inch sash brush.



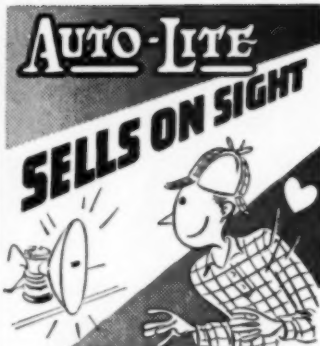
Streamlined in appearance, the new brush is made of 100 percent pure bristle with a bristle length out of 2½ inches, as prescribed by NPA regulation, it was announced. It will be DO free.

Precision-engineered to provide smooth, neat paint jobs, no matter which size brush is used, the new brush has a built-in handle screw driver attachment which makes assembly simple and quick. Full directions are included with each brush.

The new brush is being marketed on a national scale and is backed by a large sales promotion and advertising campaign, it was announced. Merchandising aids will be provided to dealers at no cost.



The 1952 Rec Royale DeLuxe, a completely-equipped, big capacity mower with a new automatic re-wind starter, sturdy handle and a totally shielded clutch and drive mechanism. It has a 21-inch cutting swatch and a 1¼ horsepower Rec-built engine.



Display and promote Auto-Lite—the line of carbide Sportsman Lamps that sells on sight the year 'round. The first choice in the South since 1914, you will find it pays to feature dependable Auto-Lite products . . . "standard equipment" with the Southern Sportsman for more than 37 years.

115 MODEL
Furnished with 4" ribbed reflector. Burning capacity 4 hours. Rust-proof construction. Rubber Bumpergrip protects bottom. Strong wire brace.



107 MODEL
7" plated reflector. 4 hour capacity. Patented Ball Dropper insures steady, even flame at all times. An all-purpose lamp.

117 COMBINATION
Consists of 115 Model Auto-Lite Lamp with a sturdy brown cloth adjustable hat with metal attachment. A real special this year.



875 MODEL
Will burn 6 hours on one full charge of carbide and water. Furnished with 7" plated reflector and convenient folding handles. Ideal for camping.

Contact your jobber today or write us for an illustrated catalog and the name of your nearest wholesaler.

**UNIVERSAL
LAMP CO.**
Springfield, Illinois

FIRST BUY CHOICE



Preferred by fishermen, the Frabill Minnow Breather means fast sales of fine profit Galvanized, hinge cover, snap style top, 10 qt. capacity, plus the breather insert mean longer life for minnows. Stock Frabill inserts \$1.00 each.

990

FRABILL'S **Minnow Breather**



Two-piece construction, perforated insert designed with air chamber... full-floating. Galvanized. Large round opening with snap type hinged cover. 10 quart capacity. A quality minnow bucket in every way!

610

FRABILL'S **Fullplate MINNOW BUCKET**
FRABILL MFG. CO. 938 W. Walnut St. Milwaukee 5, Wis.

EXTRA EYE AND SALES APPEAL

FOR
HARDWARE
WEEK

Larson

WITH
**HARDWARE DISPLAY
ASSORTMENTS
ON REVOLVING STANDS**

Complete assortments of hardware and revolving stand all packed in one carton quickly set up ready to go to work. The hardware assortments are packaged in Plastic bags that always stay "fresh" and clean. Mounted on Larson Red Merchandise Cards.

**They're attractive!
They're colorful!
They sell!**

Write for colorful
literature on
Larson's Hardware
Assortments



No. AS-7 Assortment
Wire Goods

CHAS. O. LARSON CO.
STERLING • ILLINOIS



our sales
are
soaring!

SOUTHERN WOOD SCREWS

(Slotted or Phillips Heads)

offer you a chance to cash in

Take advantage of the rapidly climbing popularity of Southern wood screws, and cut yourself in for your share of profits! Southern's sales are at a new high—and that's a fact. Here's why.

Users like Southern screws because of their rugged, single-thread construction—the high-quality materials from which they're made—and their fast-starting, clean-cutting qualities. Furthermore, customers appreciate the perfect uniformity of Southern screws—no blanks, no chips, always a full measure of perfect fasteners in every box.

All this results in more repeat business, greater volume. Cash in on Southern's sales success. Write today for our catalogue.

FACTORY WAREHOUSES

4108 Dell Ave.
North Bergen, N. J.

230 Decatur S.E.
Atlanta, Georgia

325 W. Ohio St.
Chicago 10, Ill.

SOUTHERN

SCREW COMPANY

110 NICKERT ST.
STATESVILLE, NORTH CAROLINA

**NEW
IMPROVEMENTS**
make the
**NOBLE
SHOTGUN
BETTER
THAN EVER**

Continually increasing nationwide sales PROVE what an outstanding shotgun the Model "40" really is. But now, new improvements make it BETTER THAN EVER to assure your customers of the greatest value for their dollar. Yessir—if it's a NOBLE, it's every inch a great gun! See your jobber.

Model "40"...has smoothest, easiest action ever designed in a pump gun. Fitted with recoil pad and ventilated Multi Choke, 12 gauge, 6 shot tubular magazine.

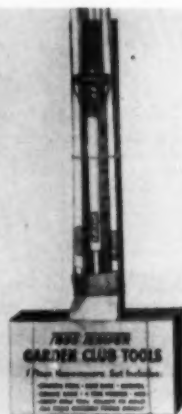
HERE'S THE
NOBLE "33"
Lowest Priced
Hammerless,
Slide-Action
.22 Cal. Repeating
Rifle on the
Market!

NOBLE
MFG. CO., INC.
HAYDENVILLE, MASS.

**New Garden Club Set and
Dynamic Grass Shears . .**

A new seven-piece Garden Club set, consisting of six basic tools and a handy wall tool-holder for home gardeners, is announced by True Temper Corp., Cleveland, Ohio. Each tool is full-size and ruggedly built for hard service, it is claimed.

Forged steel heads are finished in gold bronze, and sound ash handles are properly shaped and lacquered in yellow. Each set includes a spading fork, garden shovel, bow rake, garden hoe, broom rake, four-tine cultivator, and tool holder.



Also announced is the new Dynamic grass shear, featuring squeeze-type action that reduces friction, spring tension on blades for constant and uniform blade contact, and long blades of high carbon, tempered steel. Handles are of lightweight aluminum alloy handles. Its leather catch is handy and positive, the manufacturer announced.

**Smith Streamlines
Blizzard Sprayer .**

D. B. Smith & Co., Utica, N. Y., reports that its Blizzard copper continuous sprayer has been further streamlined for greater appeal.

The Blizzard features a solid copper tank (pint and quart; 39 ounces) and pump barrel is of brightly-polished brass. Designed for spraying moths, mosquitoes, flowers, shrubbery, etc., the unit is said to be the best continuous sprayer, as well as the most modern hand sprayer, on the market.

D. B. Smith & Company offers a complete line of compressed air, hand, continuous, knapsack, wheelbarrow and barrel sprayers; also hand and crank dusters for use in the home, farm or ranch. A catalog is available on request to the manufacturer.



Ooo-Klip
LAWN and GARDEN TOOLS



Ooo-Klip
LAWN and GARDEN TOOLS



Ooo-Klip
LAWN and GARDEN TOOLS



flexible
metal poppet

Check Valves



order from
your jobber



ALL POSITION

Patented, Flexible Metal Poppet cannot leak. Quiet and very sensitive in operation. For cold or hot water or steam. 200 pounds pressure. One-piece brass shell. Made in seven sizes. Ask for Bulletin 204.

**STRATAFLO
PRODUCTS, INC.**
FORT WAYNE, INDIANA

WRIGHT

HEXAGONAL NETTING.
The high standard of the industry. Multiple twist ... evenly woven ... perfectly straight selvage ... heavily galvanized with gleaming finish. This popular product is readily identified by the famous colorful rooster label.



**G.F. WRIGHT STEEL &
WIRE CO.**

WORCESTER • MASSACHUSETTS

one of the many
extra-benefit features

built
into

NATIONAL LOCKset
Patent Applied For

"Slot-Engage" Installation ...a Profitable Time Saver

Among the extraordinary engineering features of popular, new NATIONAL LOCKset is the firm yet instant slot-engagement of latch body to lock body during installation on the door. • This one step alone saves valuable minutes, which become valuable hours, when projected against almost any job. • Here is just one of many solid reasons why NATIONAL LOCKset is the best unit for you to buy, sell, specify and use. Write us for complete information.



1. PUSH IN LOCK ASSEMBLY



2. PUSH IN LATCH ASSEMBLY



3. INSTANTLY ENGAGE BY
FIRM "TONGUE-IN-
GROOVE" CONTACT



order from your supplier

DISTINCTIVE HARDWARE...ALL FROM 1 SOURCE

**NATIONAL LOCK
COMPANY**

ROCKFORD • ILLINOIS
MERCHANT SALES DIVISION



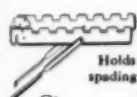
Rack Up More Sales - Rake in More Profits

with **REEVE Shure Sell** GARDEN TOOL DISPLAYERS



The new improved REEVE Shure Sell Garden Tool Displayers are being welcomed by hardware men everywhere as the most practical, economical and sales-producing advancement in garden tool displayers in the past 10 years!

Easy to Install . . . Last a Lifetime . . . Steel for Strength . . . Riveted Construction for Durability . . . Durable for Gleaming Beauty!



SHOVEL DISPLAYER No. 418

Holds 6 long handled shovels, spading forks, cultivators, lawn edgers or similar tools.



RAKE—PITCHFORK DISPLAYER No. 420

Holds 8 rakes or pitchforks in a neat step-down row.



HOE DISPLAYER No. 417

Slanted single bar with 8 slots for hoe display.

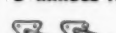


Flexible, Interchangeable

Items above are slotted for use on steel rails... Or may be screwed direct to wall. Displayer rails supplied as shown.

WOOD CABINETS ARE NOT FURNISHED

"D" HANDLE TOOL DISPLAYER No. 09



Used in pairs these steel brackets provide space saving displayers for posthole diggers, forks and other tools best displayed at floor level.

Send now for brochure giving full description.

Our New Catalog Just Off the Press!

Send for it today! Hundreds of new improved items from ticket holders to large display units.



REEVE COMPANY

"Serving America's Retailers since 1913"

2214 S. Grand Ave., Los Angeles 7, Calif

Merit Offering South Low-Price House Paint

The Merit Paint & Varnish Co., 3748 East 91st St., Cleveland 5, Ohio, is offering a durable, high quality outside white paint—Merit's Wear-



Test House Paint—at a low price.

Available only in white, the paint will tint easily and will not crack, peel, or blister, if applied properly, it was announced. It is fume resistant and will stay white, even around smokey fumes and acid conditions. It is especially recommended for the southern climate.

The manufacturer has produced high quality paints for over 50 years, but only now through its southern sales representative is it offering its merchandise to the southern market. Southern representative is Walter H. Haymans, 1624 Van Epps St., S.E., Atlanta, Ga.

Hardware Week Special by Stanley Tools

Stanley Tools, New Britain, Conn., announces a specially-designed plane unit for National Hardware Week. Unit HW6, offered only for Hardware Week, contains six quality planes: two jack, two smooth, and two block planes.



Bench planes feature full-size steel cutters, adjustable sidewise and lengthwise; sides and bottoms of

CHENEY Nail Holding Hammers



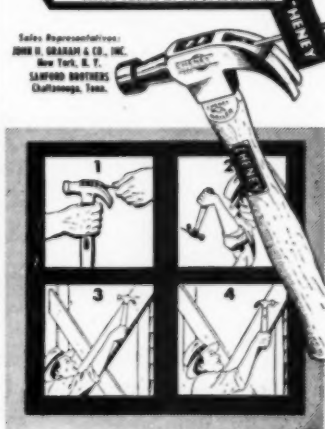
Since 1836

Sell the hammers millwrights and carpenters ask for. Only hammers with the exclusive nail holding device that saves time and labor. Cheney Hammers have been known and used all over the world since 1836.

Order some Cheney Nail Holding Hammers from your hardware jobber today and watch your hammer sales increase.



Sales Representatives:
JOHN H. GRADAM & CO., INC.
New York, N. Y.
SAFFORD BROTHERS
Chattanooga, Tenn.



MERSHON

"SURE GRIP" SHELL PACKS

The one and only waxed rubber belt shell pack for carrying rifle and pistol shells with no danger of loss. Shells are instantly available—protected from nicks and scratches. Packs fit any belt up to 2" wide. List Price ea. \$1.95.



VARMINTER

For 218 Bee, 23 Hornet and all shells from 22 to 35 caliber except 23 short, long and long rifle.

STANDARD

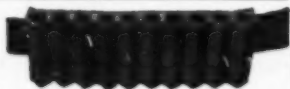
For all shells from 25 to 30 caliber.

SPECIAL

For 30 pistol or short cartridges from 35 to 41 caliber.

LARGE

For 300 Magnum, 348 Winchester, 35 Remington and similar types.



Mershon Company guaranteed shooting necessities are sold through recognized jobbers only. See your jobber or write for literature. Represented in the South by CHARLES HUNTER, 198 Picardy Place, Memphis, Tenn.



MERSHON CO. INC.

EXCLUSIVE MFRS OF "WHITE LINE" PRODUCTS SINCE 1935
GLENDALE, CALIFORNIA •

BY ALL STANDARDS

*The World's
Finest
Wick!*



for OIL RANGES
AND HEATERS

DEALER REPORTS:

"... customer will settle for nothing else but GLASWIK."

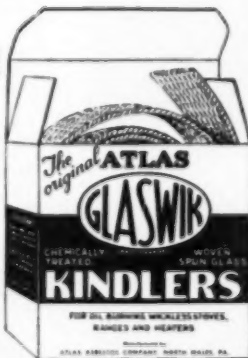
STOVE REPAIR MAN

WRITES: "I have used your GLASWIKs altogether for a few years—think they are really the best."

HOUSEWIFE REPORTS:

"I have enjoyed 3 years perfect service out of my present GLASWIK Kindlers."

ATLAS ASBESTOS COMPANY
Room 503—General Offices
North Wales, Penna.



Sold Exclusively Through Jobbers

WRITE TODAY FOR INFORMATION



Count the
Advantages when
you Concentrate on

ALLENCO SPRINKLING EQUIPMENT

COMPLETE LINE
WELL ADVERTISED
THRU JOBBERS ONLY

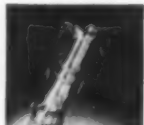
Here's why it pays to feature just
4 or 5 different Allenco sprinklers,
with nozzles and accessories —

- You choose just the items that sell best for you!
- You are more certain of prompt, ample delivery!
- Your mats feature just one brand, pull better!
- Your display is more compact, more forceful!
- With less variety, your personal selling is faster!
- You tie-in with the biggest Allenco advertising!

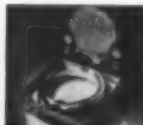
WIDE SELECTIONS INCLUDE —



PARKSIDE — today's greatest sprinkler value! Adjustable for large, small or irregular plots, spray or stream, stationary or rotating, chrome fittings, 2-ton.



JUSTRITE — new model of the most widely used nozzle! Factory-tested at 50-lb. pressure. Rugged, reliable, right-priced, nationally advertised.



RING — All heavy sheet brass, crimped all around at two points... guaranteed to hold under any municipal pressure. Fine spray, covers more area.

ORDER FROM YOUR JOBBER NOW

If he hasn't enough selection of Allenco sprinkling equipment, write for names of jobbers in your area.

ESTABLISHED 1887

W.D. ALLEN
Manufacturing Co.
CHICAGO 6 • NEW YORK 7

NEW! FREE!

Trump Garden Tool Wheelbarrow Display



**HARDWARE WEEK
Special**

Wheel in big sales with this eye-catching, four-color, Trump Garden Tool Wheelbarrow Counter Display. Here's a realistic display that builds interest to the "buying point", inviting the customer to pick up, look over and choose any or all of the five popular Trump Garden Tools.

This Trump Wheelbarrow Display is available free, without tools, to all dealers handling Trump Garden Tools. Order this natural sales builder from your wholesaler today.

Trump Garden Tools shown above (l. to r.)

Fork—10½" long
Transplanter—11½" long
Trowel—12½" long
Weed Cutter—11" long
Cultivator—11½" long

Have a full stock of these Trump Garden Tools for your big Spring selling season—get them from your wholesaler too.

ANIMAL TRAP COMPANY OF AMERICA
LITITZ, PA. • PASCAGOULA, MISS.

heavy well-balanced castings are milled and finely ground; hardwood handles and knobs are smoothly sanded, rosewood finished.

Low-angle block planes are also milled and finely ground and have adjustable up-and-down lever for thickness of shavings. Lever cap is bright zinc-plated and coated with clear lacquer. Bottoms of all planes are grey with contrasting red trim.

Retail values are \$4.98 each for the jack planes; \$4.29 each for the smooth planes; \$1.98 each for the block planes; unit price, \$22.50.

WHOLESALE NEWS

(Continued from page 50)

Corpus Christi Hardware Opens New Plant

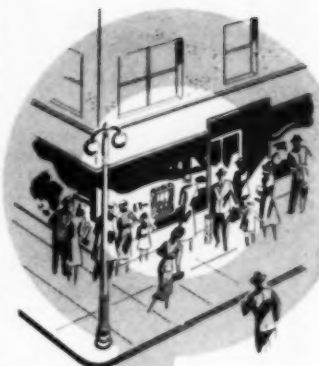
THE NEWEST and certainly one of the biggest wholesale hardware installations in the South was opened formally to thousands of dealers in Corpus Christi, Texas, last January 14, 15 and 16 by the Corpus Christi Hardware Co., a 46-year-old institution.

Counting adjoining acreage acquired for possible future expansion, it is a 12-acre project, but only four acres are presently occupied, the building itself placing 2-2/3 acres under roof, with a total of 110,400 square feet of warehouse, office, display and functional space.



For this formal opening the organization was so well prepared that in excess of 10,000—perhaps 12,000—dealers, members of their families and organizations were received and ushered through the plant with a minimum of confusion.

Groups of 10 or 12 were conducted on complete tours of the establishment by members of the organization who introduced the group from one department to another. These tours included detailed inspection of the three dis-



**Make your store
the Headquarters for**

Family Fun

—with

SOUTH BEND CROQUET!



Be the source for all equipment connected with family fun! Tie in South Bend Croquet with displays of outdoor accessories. You'll benefit from the increased interest in yard activity promoted by this popular family game.

SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N. Y.

South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.

Midwest—South Bend Toy Mfg., So. Bend, Ind.

Calif. & S. W.—Anderson Sales Company,

730 W. 10th Place, Los Angeles 15, Calif.

Denver & Pac. N. W.—Leo Scherrer, 2840 W.

93rd St., Seattle 7, Wash.

Export—Affiliated Exporters, Inc., 10 East

34th Street, New York City

SOUTH BEND TOY MFG. CO.

SOUTH BEND 23, INDIANA

SOUTH BEND Croquet

DIETZ COMET

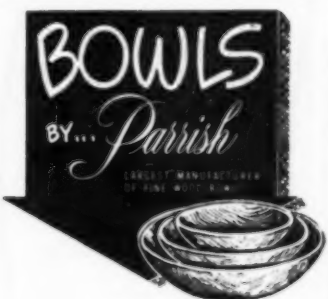


The Favorite of the Home Gardener

Display the little red lantern and sell the customers with the "green thumb".

Handsome enough to hang anywhere—adds hours of light.

R.E. DIETZ COMPANY
EST. 1840 SYRACUSE 1, N. Y.



5 GREAT LINES

Five price levels. They make your selling easier, faster and more profitable.

Select just the kind of bowls at prices your trade will want and buy freely. Knowing about "Old Colonial" and "Caesar Salad" bowls is a must.

New descriptive folder and price list will tell you about all five lines. Write today. Action will bring you a good sales idea.

J. SHEPHERD PARRISH CO.

205 W. Wacker Drive Chicago 6, Ill.

CLASSIFIED

WANTED: FACTORY REPRESENTATIVES

with following in the distributor and jobber trades by well-known manufacturer. Full line of "Round-Up" Bar-b-que and "Columbia" Steel Kitchens. Write giving complete information, experience, lines now selling and territory now covering. Supermatic Products Corp., 500 Flowers St., Burbank, Calif.

FOR SALE—OKLAHOMA

Hardware and sporting goods store, town 200,000; approximate volume \$150,000; inventory approximately \$75,000. Uptown store, completely modern and attractive. Entrances on two streets. 5 year lease to go, low rent. Dan & Bradstreet, rating B-1 1/2. Will sell stock and fixtures or will sell stock and rent fixtures. Consider trade for income property. Box 639, SOUTHERN HARDWARE, 800 Peachtree St., N.E., Atlanta 3, Georgia.

play rooms, the printing department, and the kitchen and cafeteria, designed to accommodate 95 employees at a sitting.

Thence the groups passed to the second floor and an office area for 64 persons, where they also saw a sound-proof room housing batteries of IBM machines.

Thereafter, each group, with guide, was temporarily "lost" in the huge warehouse with its miles of aisles created by numerous islands of merchandise.

Emerging upon a 200-foot long loading dock that accommodates 15 trucks simultaneously, each touring group passed along this dock and down a ramp to what C. C. Hardware named its "Merchandise Fair," the displays of 88 manufacturers.

To house these displays, two tents were erected. When it became obvious that the first tent, 80 by 160 feet, would not provide enough space, the second, 60 by 90 feet, was added and interconnected with the first.

Corpus Christi Hardware Co. was founded in 1906 by Edwin Flato who, although not now consistently active, continues as president and takes a keen interest in the course of the business.

E. Franklin Flato is executive vice president; Oscar J. Koepke is vice president; Robert H. Flato is secretary-treasurer, and Joe F. Wood is vice president with special interest in the hardware and sporting goods fields.

Sullivan Hardware's Fourth Tackle Show

SULLIVAN HARDWARE Co., of Anderson, Greenville, and Spartanburg, S. C., held its fourth annual (Continued on page 110)

help YOUR CUSTOMERS
SELECT THE BEST . . .
hand them
CHANNELLOCK

Made only by

CHAMPION
DEARMENT



Channellock pliers are made by skilled craftsmen of a company known for nearly 24 of a century for its highest quality products. The outstanding features of Channellock pliers such as Longer Wearing, No Wear on the Joint Bolt, Closely Spaced Adjustments and Greater Strength make them the most desired pliers.

Whenever your customers ask for pliers . . . help them select the Best . . . Hand them Channellock.

And remember, Only Champion Dearment makes Channellock. Send for Catalog, DB today.

CHAMPION DEARMENT TOOL CO.
Meadville, Pa.

Channellock pliers are listed in the Yellow Pages of most Telephone Directories under "Tools."





STEP-UP your SALES



You don't have to run around counting screws and gathering small hardware when you have this Stanley Carded Hardware in stock. Each of the 55 popular items Stanley has carded is a *complete* sales unit . . . identifies itself . . . has screws attached . . . saves salesman's time, boosts your volume. Order from your wholesaler . . . display it prominently . . . let it sell itself!

*The most famous doors in the world
swing on Stanley Hinges*

The Stanley Works, New Britain, Conn.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

Dealers Fishing Tackle and Sportsman Show January 8-9, at the home offices in Anderson. Attendance exceeded that of the three previous shows, it was reported.

One of the original firms to present dealers tackle shows, Sullivan Hardware Co. entertained over 40 of the top manufacturers, who presented their merchandise to the trade.

As on previous occasions, all merchandise was displayed in booths manned by factory representatives. To enable small-town dealers, who have difficulty in leaving their stores for any length of time, to see the show, free lunches were offered to all visitors, so that they could spend the entire day on the floor.

These small-town dealers, said J. M. Young, manager of Sullivan's sporting goods department, have become fishing tackle conscious and are realizing new profits from the line.

CONVENTION DATES

Alabama Retail Hardware Association, annual convention and trade show, March 30-April 1, 1952. Headquarters, Hotel Whitley, Montgomery, Ala. Secretary, Mrs. Euna G. Ramsey, Room 203, 1926 - 4th Ave., Birmingham, Alabama.

Hardware Association of the Carolinas, annual convention, June 9-11, 1952. Headquarters, Hotel Charlotte, Charlotte, N. C. Secretary, Mrs. Sally C. Masten, 118½ E. 4th St., Charlotte 2, N. C.

Florida Retail Hardware Association and Georgia Retail Hardware Association, annual joint convention, May 19-21, 1952. Headquarters, Geo. Washington Hotel, Jacksonville, Fla. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

Louisiana Retail Hardware Association, annual convention, April 20-22, 1952. New Orleans, La. Secretary, David O. Mansfield, Box 1696, Jackson, Mississippi.

Mississippi Retail Hardware Association, annual convention, June 15-17, 1952. Headquarters, Buena Vista Hotel, Biloxi, Miss. Secretary, David O. Mansfield, Box 1696, Jackson, Mississippi.

Southern Wholesale Hardware Association and American
(Continued on page 112)

STICK WITH THE LINEOLEUM PASTE THAT MEANS EXTRA PROFITS

TIGER-GRIP LINEOLEUM PASTE

More spread per gallon (20 yards or more) . . . smoother body . . . easy to spread . . . no disagreeable odor . . . no presetting necessary . . . never gummy or tacky.



LINEOLEUM TROWEL

Spring steel, correctly serrated for proper spreading. Aluminum shank, turn-proof handle. Durable, lightweight.

CONSUMERS

WATERPROOF CEMENT

Ideal companion for Tiger-Grip. Where dampness exists—sink tops, baths, laboratories, for closing seams, etc.



Order from your wholesaler.

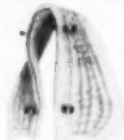
CONSUMERS GLUE CO.

1515 N. HADLEY ST. ST. LOUIS 8, MO.

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof red hooks"

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881



**MASON MASTER
MASONRY DRILL**

**GLAZEMASTER
GLASS DRILL**

Makes drilling of clean round holes in concrete, brick, marble and tile a simple and easy matter. They are self clearing, rapid in penetration, silent and shock free.

A super drill for the production of a great number of holes in all types of glass and Vitrolite. Bore holes in glass of any thickness without fear of splintering or breakage.

MASON MASTER PRICE LIST

Size Diam.	5/32"	3/16"	7/32"	1/4"	9/32"	5/16"	11/32"	3/8"
Price	1.55	1.55	1.60	1.60	1.65	1.75	1.80	1.90

GLAZEMASTER PRICE LIST

Size Diam.	1/8"	3/16"	1/4"	5/16"	3/8"	1/2"
Price	2.50	2.75	3.25	3.75	5.25	6.75

Attractive discounts to Jobbers and Dealers

BELMONT ABRASIVES, 777 Concord Ave., Cambridge 38, Mass.



TROJAN SAW BLADES

ALL TYPES

Jig, Coping, Jewelers', Fret, Scroll, Hack, Machine

World-famous Trojan Saw Blades. Over 130 different types for every hand and power sawing operation. Unequaled in quality. Teeth are individually filed and precision set. Blades are hardened and oil tempered for a long, sharp life.

Ackermann - Steffan Div.

PARKER MFG. CO.

Worcester, Mass.

**Insist on
TROJAN by name**



No lost motion, no delays... AJAX grabs Time by the tail. AJAX hardware items right from the production line are boxed in "color-coded", convenient size cartons in one simple operation... ready for shipment in a jiffy.

Now, AJAX production capacity is keeping pace with the sudden demand for the better quality, price and packaging of the AJAX line. New, improved production facilities and the latest assembling, plating, polishing equipment assure no delays on your order for AJAX hardware.

PROMPT DELIVERY...



AJAX HARDWARE MFG. CORP.

4351 Valley Boulevard,
Los Angeles 32, California



Hardware Manufacturers Association, annual joint convention, Palm Beach, Florida, April 6-10, 1952. Headquarters, Palm Beach Biltmore. T. W. McAllister, 814 Metcalf Bldg., Orlando, Fla., managing director.

SWHA. A. L. Faubel, 342 Madison Ave., New York 17, New York, secretary, AHMA.

Virginia Retail Hardware Association, annual convention

and trade show, March 25-27, 1952. Headquarters, Hotel John Marshall, Richmond, Va. Secretary, G. T. Omohundro, Jr., Scottsville, Virginia.

The customer is Right— when he asks for . . . GRIFFIN HINGES

When your customer asks for hinges—sell him the best—sell him Griffin. And when he asks for Griffin by name, you can be sure he's right. He has probably used them before and knows that the Griffin line of fine builders' hardware is a quality line . . . finest materials, expert craftsmanship, carefully finished and packaged.

The Griffin line is fast moving—bringing you greater volume and more profit.



GRIFFIN



Every DOOR NEEDS THREE
MANUFACTURING COMPANY

ERIE • PENNSYLVANIA REPRESENTATIVES

THE B. S. ALDER COMPANY
43 Warren Street
New York 7, N.Y.

WILBUR H. DAVIS
1639 W. Fargo Avenue
Chicago 26, Illinois
GEORGE A. GREGG
17124-6 Wyoming Avenue
Detroit 21, Michigan
AUSTIN & EDDY INC.
115 Broad Street
Boston, Massachusetts

CHARLES L. LEWIS
1355 Market Street
San Francisco 3, Calif.
WALTER S. JOHNSON & SONS
917 St. Charles Avenue
Atlanta, Georgia
E. H. FARRAR
6637 Golf Drive
Dallas 5, Texas

R. F. BEYERS
4524 East 60th Street
Seattle, Washington
L. G. FULLER, JR.
644 Wellington Road
Jackson 6, Mississippi
HARVEY D. RUSH & SONS
4638 Nichols Parkway
Kansas City, Missouri

M. C. GLOVER
3611 Garrison Blvd.
Baltimore 16, Maryland
ROY L. ROGERS
1620 Garfield Street
Denver 6, Colorado
W. C. MEIBAUER & CO.
6934 Oleatha Avenue
St. Louis 9, Missouri



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



For Customer SATISFACTION

Every Vital Caulking Gun, regardless of size or price, is unconditionally guaranteed. Because of more than 40 years' experience, precise control of materials and manufacturing processes, we can make this guarantee. Insist on Vital guns and accessories from your jobber.



for Spouted Cartridges

- Lightest, Easiest to use.
- Universal Cartridge Holder.
- Patented Cartridge Nail.
- Positive Ratchet Drive.

✓ **SELL THE LINE THAT MOVES!**

Vital

PRODUCTS MANUFACTURING CO.
CLEVELAND 4, OHIO

UKELELES, GUITARS, VIOLINS and other string instruments

Make extra profits by handling these additional lines.

CONTINENTAL MUSIC

DIVISION OF C. G. CONN, LTD.

146 Marietta St., N. W.

Atlanta 3, Ga.

CATCH THE MEN THAT CATCH THE FISH

JUST PRESS 'N' TURN



- BRILLIANT RED AND WHITE
- BRASS CAP FOR CASTING OR STILL-FISHING
- HARD PLASTIC
- LIGHT WEIGHT

BOB'EM 2-WAY

FISH FLOAT FOR CASTING OR STILL FISHING
YOURS IN FIVE SIZES — From 20¢ to 40¢

Customers insist on BOB'EM 2-WAY fish floats...
made right... designed right... they work right!

FRABILL MFG. CO. 938 W. Walnut St.
Milwaukee 5, Wis.

DON'T LOSE SALES BECAUSE OF LOW STOCKS!

**BIG DEMAND
CONTINUES FOR
R-V-LITE®
and VIMLITE®
ALL-PURPOSE
WINDOW
MATERIALS**



**HEAVY SELLING MONTHS
STILL AHEAD!**

New VIMLITE types and wider uses
continue to bring you EXTRA VOL-
UME right through the Spring repair
season now at hand.

- DISPLAY YOUR R-V-LITE PROMINENTLY
- CHECK YOUR R-V-LITE RESERVES
- ORDER AMPLE STOCKS TODAY

Exclusive Manufacturers of R-V-LITE
ARVEY CORPORATION
SINCE 1906 3642 N. Kimball Ave., Chicago 18

6 POPULAR TYPES
Fit every need
suit every purse

BOKER TREE BRAND MOVES AHEAD!

As seen in
The Saturday Evening
POST

Now the entire BOKER
Tree Brand Line is going
into the Sat. Eve. Post!

- A year round schedule of sparkling, hard-hitting ads will boost this famous line to new sales records; more sales for You!

- Tie in! Be ready with ample stocks of all BOKER Tree Brand Cutlery. Store traffic will be ever more conscious of BOKER Tree Brand value. Dealer helps available through your jobber or from us.

- Get the full benefit of this sales stimulating advertising to the Post millions!



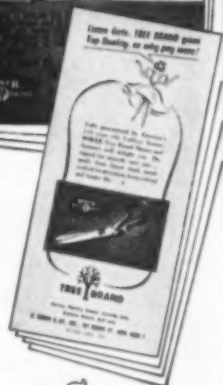
Write for complete information
on this fine line today!



H. BOKER & CO., INC.

ESTABLISHED 1897

101 Duane Street, New York 7, New York





• This new colorful window and store display will exhibit WOODRUFF Lawn Seed and related products in the windows and stores of WOODRUFF dealers throughout the nation this season.

These four booklets give the customers of WOODRUFF dealers ample information about lawns and help mightily to sell WOODRUFF Lawn Seed and related products.

Millions of Lawn Seed users all over America will read about WOODRUFF products and WOODRUFF dealers in National magazines.

Write today for the WOODRUFF dealership prospectus — it will tell you more about increasing your lawn seed sales.



F. H. WOODRUFF & SONS, INC.
Milford, Conn. Toledo, Ohio
Bellerose, L. I. Atlanta Sacramento

Woodruff
SEEDS

F. H. WOODRUFF & SONS, INC. SH-3
MILFORD, CONNECTICUT

Please Send Woodruff Dealership
Prospectus

Name _____

Street _____

City _____

State _____

AMERICA'S MOST WANTED FENCE STRETCHER Golden Rod



It's the greatest thing of its kind for stretching and splicing wire — easier, faster and better! Many farmers and stockmen claim it helps them make fence repairs in half the usual time! Powerful, easy-to-operate mechanical "dogs" on strong hooks grip any kind of wire securely — never slip. Ideal for drawing and holding both wire-ends for splicing. Has many uses besides fence work. Ruggedly built; main bar is 1 1/4" wide, 1/4" thick. Ratchet action is full 24". Nationally advertised. Weighs only 8 lbs., pulls half a ton!

Order through Your Jobber or write
us for Your nearest Distributor

\$6.98
RETAIL

DUTTON-LAINSON CO., Mfg. Div., Dept. H-1, Hastings, Nebr.



INEXPENSIVE LONG-LASTING

Here's a fast-moving item that will guarantee greater sales volume and increase store traffic. Hancock Mfg., Inc. is offering a new water mixer ideal for home use in laundry tubs, showers, hose-end faucets, etc.

No special adjustments — no plumbers or mechanics to install it — just screw on to faucets.

Distributors write for illustrated material and prices. Mixers are individually banded, made of braided, reinforced hose with standard fittings.



HANCOCK MANUFACTURING, Inc.

125 S. Second Street • Philadelphia 4, Pa.

Full Line of Plastic, Plastic Covered, and Braided Rubber Hose

Southern FARM EQUIPMENT

MARCH, 1952

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Ga.

**TRUE ACCURATE
BOLT HOLES**

ANOTHER REASON

BUILT PRODUCTS

Work Better - Last Longer

Our unique method of punching and countersinking in a **SINGLE** hot operation means better, tighter fit on the bolt between tool and standard.

Made of Special Analysis
Super Tough, High Carbon Steel

**SOLD UNDER
THESE FAMOUS
TRADE MARKED BRANDS**

"EMPIRE"

Trade Mark

RED CHIEF

Trade Mark

"PLOW MASTER"

Trade Mark

For greater service, longer life, more acres of work than ever before — specify tillage tools made by "EMPIRE" . . . the best in the field for 112 years.

"SELL THE LINE WITH READY TRADE ACCEPTANCE"

1840

THE EMPIRE PLOW COMPANY

"In Our Second Century Of Progress"

CLEVELAND 27, OHIO

1952

TODAY'S MOST WANTED

Meet the

Roderick Lean

MOBIL-DISC



A Wheel-Type Tandem Disc Harrow That Is A SENSATIONAL PERFORMER In Any Kind Of Farming!

IT'S FAST! On the road and in the field . . . travels at top tractor speed!

IT'S FLEXIBLE! Remarkably nimble over the roughest contours!

IT'S TOUGH! Most shock absorbent frame you've ever seen!

IT'S AMAZINGLY LOW PRICED!

Ask your Farm Tools, Inc. dealer about it!



5-YEAR GUARANTEE

The amazing non-lubricating bearing with a 5-year guarantee. First in the history of disc harrows!

FARM TOOLS, INC.

TOUGH ON

Trash! Haulm! Roots! Corn Stalks! Briars! Brush! Stones!

EASY ON

New Seed Beds! Grassy Waterways! Disc Blades!

IDEAL FOR

Conservation Farming! Row and Cash Crop Farming! Contour Farming! Sandy and Loose Soil! Working Hillsides! Pasture Renovation! Orchards! And All Regular Discing!

DEALERS — THIS IS IT!

The MOBIL-DISC opens up new profit opportunities for you. It meets today's demands for a bigger, faster, tougher, more versatile disc harrow that is fully field tested. Here is your opportunity to capture more of the profitable farm market. It's another big reason why a FARM TOOLS, INC., franchise is so valuable.

It's a worthy companion to the famous Vulcan pulverizers . . . Roderick Lean spike tooth and spring tooth harrows, disc harrows, rotary hoes and the equally popular Harvey farm elevator, hammer mills and corn shellers.

Sales of new tractors closed by the Prewitt Implement Co. usually include also other attachments. Company has boosted its volume by such "combination" selling. To promote this type of sale, the company usually displays a tractor with an implement attached

By C. Thomas



"Combination" Selling

... builds volume for Texas dealer

WHEN THE IRA A. PREWITT Implement company, Taylor, Texas, closes the sale of a new tractor, the deal usually includes the tractor WITH cultivator, planter and bedder.

"It's a mistaken idea," said Louis Prewitt, "that a farmer wants to trade in his old equipment merely because it is worn out. Usually the farmer wants to get rid of his old equipment simply because he wants the convenience and time saving features incorporated in the new models."

This holds true, he said, both for tractors and implements.

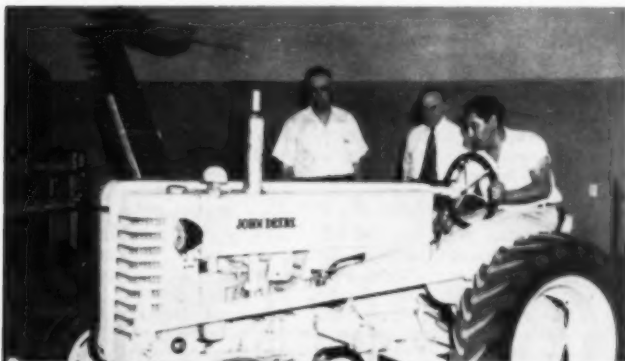
"Therefore," he continued, "the majority of our sales are combination deals."

This company has reduced trading to a near science, because the operators of this business know their customers.

"Farmers fall, roughly, into two categories as far as trading is concerned," Prewitt explained. "In the first category, we have to deal with 'horse-traders.' And they are not difficult, when understood. They won't deal unless a half day is spent in discussing the proposition. They do this to talk up a trade in their favor. Knowing them, we start to bid around \$175 under what we hope to allow them. By doing this, they get the satisfaction that their 'sharpness' in trading won them the best of the bargain on the deal.



H. F. Poovey, company sales manager, here mounts new tractor and demonstrates its operation with attached cotton picker to a new equipment prospect. Left: Poovey demonstrates tractor on sales floor. Unit also has implement attached



"Farmers in the second category don't want to horse trade. If we started low with them, we would lose the business. This type of customer would feel that we were cagey, and out to get the better of him. Customers of this type want the first bid to be the final one. And they'll accept or reject it. And that's that."

(Continued on page 143)



Our Sales Story Is Based on



Milford Daniel, assistant sales manager, trains his salesmen initially in the service department. All company employees are well grounded in service

Service

By Milford Daniel

**Assistant Sales Manager
Gregory-Beaumont Co.
Newport, Ark.**

SHOULD THE SALES manager of a farm machinery dealership be a practical service man who can tear down and reassemble equipment and analyze trouble?

Our answer to that question is a resounding "Yes!" The rule here at Gregory-Beaumont is that no sales manager, his assistant nor members of the sales force can sell farm machinery consistently, against keen competition, unless he is well-grounded in service.

We could tell a pretty interesting sales story here and illustrate it by calling attention to our modern plant and consistently good sales record. But I'd rather talk service, which is the backbone of our volume.

When I started here as a new salesman in 1948, with no knowledge of the farm equipment business, my sales training started in the repair department, where I rolled up my sleeves and went to

work with the 10 trained mechanics. Those boys gave me a thorough workout in shop mechanics. I did not become an expert, of course, but I did acquire the background to become a fairly good salesman, according to the standards for salesmanship that we have set for ourselves.

We believe that the warranty on farm equipment is only as good as dealer service. The customer buys his equipment with confidence in the dealer's service and the dealer's ability to maintain the machinery in a trouble-free condition.

Farmers in the market for new equipment shop for it more than formerly. When they get around to us, our strongest force for closing the deal is convincing them that we do offer extraordinary service. We believe that ourselves, and make every effort to impress this upon prospects.

The customer must see and understand the dealer's facilities for service before he is convinced. We make this easy. When the farmer shows an interest in equipment we have to sell, whether he is a "drop-in" customer or has been

approached by an outside salesman, we don't get very deep into our sales talk without showing him the shop and the parts department.

In the parts department the prospect doesn't talk to the mechanics. The men usually are busy with repair work. But the prospect doesn't have to talk to shop men, for the salesman with him is so service-minded himself and sufficiently trained in shop routine that he can discuss service work with authority.

The prospect, with his own eyes, sees trained mechanics setting up and testing every piece of equipment before it is delivered. We stress this point thoroughly, because this service is important. No matter how busy we are in a rush season, we make sure that no small faults exist in the equipment we deliver. Sometimes a minor error in setting up equipment will cause the user to be dissatisfied. So we strive to have every part working smoothly when the unit is turned over to the farmer.

But even the most careful attention to correctly setting up equipment

(Continued on page 122)

A report to you about men and machines
that help maintain International Harvester leadership

New McCormick Cream Separator washes and dries itself in 3 minutes



Power washing saves at least 120 hours a year. It ends the daily disc-scrubbing drudgery long accepted as a part of farm life by almost everyone except IH engineers. The pioneering of these experts produced a separator that washes and dries itself in 3 minutes! This new McCormick power washing separator is one of many IH "firsts" that make farming a better way of life.



Constant speed direct drive gets more butterfat and increases the hourly capacity of the separator. That's why this IH inspector is using a tachometer to make sure the governor-actuated mercury switch turns the direct-drive motor on and off to maintain a uniform separating speed of 10,000 rpm. When the bowl is slowed to 7,000 rpm, water escape holes open automatically for power washing.



Spun discs keep their cream-saving shape. Bowl discs, like this cream collector, are spun from flat sheets of stainless steel. This assures uniform thickness and pitch—precise fit. Milk moves through the bowl in a uniformly thin film for close skimming. Because discs are washed *inside* the bowl, they escape the denting and bending of hand washing that cripple separating efficiency.



Skim milk gets Babcock test, in this final spot check, to make sure no more than two to four hundredths of one percent butterfat is present. This means that only ounces of butterfat are left in 10,000 pounds of skim milk. Because power washing leaves the separator more sanitary than hand scrubbing, there is less danger of harmful bacteria lowering the cream grade.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors... Motor Trucks... Crawler Tractors and Power Units... Refrigerators and Freezers—General Office, Chicago 1, Illinois.

All machinery is thoroughly checked before it leaves the shop of C. I. Brumback & Sons, Inc. of Winchester, Va. Here, mechanic, Charles L. (Doc) Smith tests a post hole digger behind the shop



**How they are
maintaining...**

***Year-'round* SHOP VOLUME**

By B. Miller

ANY FARM EQUIPMENT dealer who, through consistent promotion, encourages farmers to have their major repair work done well in advance of the season, can maintain an even flow of work through his shop throughout the year. This policy not only will guarantee prompt service to farm machinery in critical times, but will serve to increase total shop volume substantially. Further, an even flow of work assures happier shop personnel.

This has been the experience of C. I. Brumback & Sons, Inc., farm equipment dealers in Winchester, Va. Since 1946 the company's labor sales volume has doubled, and turnover in the shop, where service employees have increased from 8 to 14, has been reduced to a minimum.

The company has no magic formula; it has found no easy way to persuade farmers to act promptly on their service needs. Maintaining a year-round shop volume has been more a matter of regular, persistent promotion in the form of personally contacting farmers about their service requirements.

During the weeks before specific

machines are to be put to work in the field, company representatives go from farm to farm making inquiries about the condition of customers' equipment. Wherever customers are met—whether on the street or in the store—they are reminded of the advantages of having equipment inspected and repaired before seasonal use.

According to Fred I. Brumback, president of the company, 80 percent of the firm's 400 customers, within a 25 mile radius, are reached personally as a result of these methods.

Once contacted, farmers are questioned thoroughly regarding the condition of their equipment. For example, a customer might report that his tractor is not pulling correctly or is hard to start. He then is questioned as to when it was last overhauled and when certain parts were replaced.

Where there is any complaint, the farmer is advised to bring in the machine for inspection and repair. He is advised when to bring it in and when the repair work will be completed.

This timing is most important, Brumback said. When the shop is

busy, small 15-20 minute jobs on a sprayer, posthole digger or mower are taken care of promptly. This avoids disrupting the schedule and cluttering up the shop with minor repairs.

By close questioning of a customer who has brought in a machine for repairs, a dealer may learn that the customer has allowed himself ample time and that the repair work is not urgent and can be scheduled accordingly.

Customers who have recently bought new machines also are visited and questioned about the operation of their equipment. Occasionally when an observing neighbor has reported to Brumback's that a machine is not being properly operated, the sales or shop representative will call on the farmer and diplomatically offer assistance. This move is designed to avoid a possible breakdown of the machine and reduce free service calls.

Brumback believes that approximately 95 percent of the customers approached personally respond by bringing in their machines for service work. And once a machine is in the shop, it receives a complete inspection, no matter how minor a repair it needs.

"In going over the machine our mechanics are alert and conscientious in spotting defects and likely future trouble spots," said Brumback, who views inspections as a means of keeping machines operating properly and thereby keeping a customer's repair bills low.

"We see that machines are properly set up, greased and



Grow Grass, Young Man!

JOHN DEERE
Moline, Illinois



A hundred years ago, Horace Greeley popularized an idea: "Go West, young man, and grow up with the country!" If Greeley were alive today, he might well join the modern refrain: "Grow grass, improve the soil, and increase production."

Fitting naturally and logically into soil conservation farming, grass has become one of America's new frontiers. As a nation, we are suddenly aware that grasses and legumes are not only great soil holders but also great soil builders. And, thanks in part to better grass management, we have suddenly realized that grasses and legumes are money-makers, too.

So grass becomes a new frontier—one with lots of room to grow. The U. S. Department of Agriculture reports that of about 1 billion acres now in grasslands, probably not more than 10 to 15 per cent is improved. Yet there is ample evidence that many of these acres could produce up to six times as much as they are now producing.

Thus, history repeats itself. A century ago pioneers were putting sod-busters to endless fields of waving prairie grasses. Today, farmers all over the country are rebuilding grasslands anew. Modern farm equipment makes the job easier, faster, better.

* * *

BELOW—On a Florida cattle ranch, grass is put to work. This tract was once covered with natural browse, rugged but unpalatable grasses, palmetto, briars, and bushes. The scrub was eradicated, the field fertilized and established in highly-productive pasture grasses and legumes. When the picture, below, was made last year, this field was growing a good crop of grass—but not good enough. The owners knew it was time to renovate—a speedy, easy task with modern equipment.





Company's equipment always is featured prominently in the two-day apple Blossom Festival held in Winchester. Tractors pull the various equipment used in the planting and care of apple trees

ready to operate by driving them around our yard. We won't turn equipment back to its owner until it has passed our performance test."

Personal visits are followed up by telephone calls only in instances where recommendations made during these visits have failed to bring in the customer and his equipment. And the time when such follow-ups are made depends upon the volume of work currently in the shop. If for days and weeks ahead the schedule appears tight, some time is allowed to elapse before the farmer is called. When work appears to be falling off, the customer is called immediately and reminded of the service work he needs.

When a number of calls wins only promises and no action, the company advises a customer that the service truck is going to be in that area on a certain day and will pick up the equipment and deliver it to the shop. Transportation cost not involving a special trip is less expensive, and many customers take advantage of this offer.

Supplementing telephone calls, direct mail also is used by the company as a further means of urging customers to have their service work completed early. However, the company depends primarily upon personal contact with customers, and the results have been so satisfactory that "specials" offered at reduced prices have not been necessary to attract shop work.

The company does engage in one annual promotion which has

served to give it further publicity. The company figures prominently in the two-day Apple Blossom Festival held annually. The company's tractors pull the picturesque floats that portray the apples growing and distributive processes.



Their Sales Story Is Based on Service . .

(Continued from page 118)

ment does not always prevent some slight adjustments that should be made later. When the farmer complains about something not working right, we make field repairs immediately, or bring in the equipment, when necessary.

The shop is equipped and manned to overhaul and repair all types of farm tractors and harvesting equipment. When we remodeled the plant, we arranged for plenty of floor space for repairs and parts. Experience has taught us that a crowded service shop loses efficiency. We have provided the floor space and light necessary for the efficiency and comfort of the mechanics. If future service volume warrants an additional enlargement of the shop, we have the available ground space for new construction.

The shop includes a complete set-up for steam cleaning and a well-equipped paint department. Much of our valued shop volume stems from reconditioning used equipment—that owned by customers as well as the units we accept in trade.

Because our sales efforts are

based on service, we make the customer service-minded too. We literally train the customer to take that proverbial "stitch in time." That calls for frequent checkups of equipment, and it is routine for our customers to have their equipment checked before a new crop season begins.

In December a field man uses all of his time to call on customers and urge them to have overhauls and repairs made during the slack winter season. Our solicitation of overhauls and repairs goes on all the time. But at the pre-harvesting season and in the dead of winter we make the special drive that serves the customer and keeps an even flow of work in the shop.

A strong parts department is necessary for the intensive service we give. We carry a \$75,000 parts inventory, which turns twice yearly. That adds a \$150,000 gross to volume—an important figure to any dealer.

Nothing impresses a prospect for new equipment more than a completely equipped parts department. We like to tell our customers about our heavy inventory, and to assure them that we can furnish parts when needed.

We find that it pays to encourage the farmer to keep old equipment in use, and help him by stocking the parts needed for fast repairs. That impresses the user with our ability to give him good service. When replacement time comes, he is not inclined to shop around for new machinery. Convinced that we can serve him fast and well when he needs repairs, he buys his new equipment from us with confidence.

Although we prefer to have the farmer bring his machinery to the shop for repairs, our service truck is in the field every day, making on-the-spot repairs and cementing old contacts with customers. That service truck, we feel, is an excellent traveling advertisement for us. Farmers who have not yet become our customers see it and know that we are set up to keep the customer satisfied.

Nothing beats excellent service in holding on to old customers. Repairs that must be made eventually, after the equipment is sold, carry enough profit for us to warrant our promoting service. But we're always mindful of the fact that our satisfactory sales volume rests upon the solid foundation of a well-equipped, skillfully manned repair department.

STOCK...

DISPLAY...

AND SELL

CAMPBELL CHAIN

**more easily and
profitably with
"CAM-PAK"**

CAMPBELL CHAIN comes to you in tough fibre-board containers—made to withstand the roughest handling.

No wood to splinter . . . no nails to snag hands or clothing . . . takes less storage room . . . in many cases, saves you cost of re-packing for re-shipment.

Type and Working Load Limit is printed on label for quick, easy identification.

Campbell
"Cam-Pak"
standard
package unit
for Proof Coil
Chain and
BBB Coil Chain



Campbell
"Lever-Pak"
for all grades
of Campbell
Chain



AVAILABLE IN

These sizes and quantities

3/16"—250 ft.

5/16"—100 ft.

1/4"—150 ft.

3/8"—75 ft.

These Fibre Drums—capacity 600 lbs.
—can be re-used. Lever action metal
head is easily replaced after opening.

Chain for every need . . . INDUSTRIAL . . . MARINE . . . FARM . . . AUTOMOTIVE

CAMPBELL CHAIN Company

MAIN OFFICE—YORK, PA. • Factories—York, Pa., and West Burlington, Iowa

MAKERS OF FAMOUS CAMPBELL LUG-REINFORCED TIRE CHAINS

**CAMPBELL
CHAIN**



New officers of the association, left to right, F. K. Biggs, second vice president; E. W. Nettles, president, J. R. Marks, first vice president and A. A. Chappell, secretary

Carolinas Convention

DELEGATES TO the annual convention of the Carolinas Farm Equipment Dealers Association, held February 10-12 in Charlotte, N. C., were given a critical analysis of the administration's foreign and domestic policies by a veteran news commentator and a United States Senator.

A featured speaker on the opening day session of the two-day program, Richard Harkness, noted news commentator, expressed the opinion that President Truman does not want to run again, "but is determined to pick a successor." The Republican candidate, he said, would be either Robert Taft or General Eisenhower, but added that "Eisenhower can't win the nomination unless he comes home before the convention and publicly states his principles."

Mr. Harkness pointed to what he termed the "complete failure of U. S. foreign policy in the Far East." Military experts are convinced, he said, that World War III is inevitable and that 1954 will be the crucial year. However, it was his personal belief that Stalin is not willing to risk a conflict.

Other speakers on the first day's program included, Frank Hobbs, Eastern Division Sales Manager, J. I. Case Co., and Robert Struble, Executive Secretary, Brandywine Valley Soil Conservation Association.

Highlighting the second day's session, Willis Smith, U. S. Senator

from North Carolina warned that there is growing resentment against the heavy tax burden. Senator Smith put the blame of high spending on "radical elements of the Democratic party which are trying to bring about socialism." Citing figures on the national debt, the Senator pointed out that each American now owes \$1,730 on the national debt and the average working man works 23 hours a week in order to pay direct and indirect taxes.

Other speakers included J. H. Hilton, Dean, School of Agriculture, N. C. State College; Mead W. Stone, Farm Machinery & Equipment Section Machinery Branch, OPS; and Frank Lovejoy, Socony-Vacuum Oil Co.

The association elected as its new president, E. W. Nettles,

Winners in Dearborn Motors' 1951 Sweepstakes Contest receive trophies from President Thomas A. Farrell, center, during the 1952 Dearborn Distributor Conference. At left, Col. E. D. Bottom, general manager of The Stewart Co., Dallas, Texas, winning distributorship. Right, R. B. Robins, western regional sales manager for Dearborn Motors, winning regional manager.



Sumter, S. C. Other officers are: J. R. Marks, Whiteville, first vice president and F. K. Biggs, Lumberton, N. C., second vice president. A. A. Chappell, Wilson, was re-elected secretary.

Newly elected members of the board of directors include L. S. Jernigan, Ahoskie; R. C. Melvin, Sr., Fayetteville; John W. Francis, Hendersonville; J. B. Turner, Florence, S. C., and W. S. Jones, Spartanburg, S. C.

Hold-over directors are: J. F. Colvard, Durham; F. O. Godley, Charlotte; F. W. Herlihy, Orangeburg, S. C., and M. K. Kelly, York, S. C.

Ezee Flow Purchases Master Implement Co.

E. A. JUZWIK, president of Ezee Flow Corp., Chicago, has announced that his firm has enlarged its production facilities substantially through acquisition of the Master Implement Co. at Collegeville, Pa. Formerly known as Power Production Co., Ezee Flow Corp. began operations in July of 1947.

New management and executive personnel have been appointed, and the new plant will operate under the name of Ezee Flow, Inc., manufacturing the Ezee Flow line for sale and distribution in New England, Middle Atlantic and Atlantic Seaboard states; and in Canada and the export trade. The Chicago plant will continue to serve other areas.

New cultivator and tractor attachments and other side dressing equipment will be produced in Collegeville. Newest addition to the line of fertilizer application equipment is a lawn spreader, incorporating patented features found in the Agriculture Machine.

American wheels of progress...

POWERED by the MODERN FARM TRACTOR!



From muscles to motors . . . from flails to freedom—that is the story of America's rise from farm drudgery and pittance production to a mighty, unequalled output that still allows time for rest and pleasure. What has brought about that change?

Tractor power!

THE TRACTOR MEANS ABUNDANCE. In just the last 30 years, American farm production has increased 29% with virtually no increase in croplands. The farm output for human use has jumped 51% because most food now goes to people, not work animals. In 1944, the American farmer proved that he could produce for an additional 50 million persons when given the proper machinery.

THE TRACTOR MEANS ADVANCEMENT. In colonial days, farming demanded 85% of the available labor force. Today this percentage is reversed—15% of our working force does the farming with the help of work-saving, production-boosting modern machinery. This allows the other 85% to do the other jobs . . . perform the extra services that have come to mean the American way of life.

THE TRACTOR MEANS NATIONAL SECURITY. In peace or war, the tractor is a national mainstay. It multi-

plies man's might to feed and clothe a nation or a fighting force. It supplies oils and fibers for industry. It frees workers for other jobs. And the tractor serves as the labor-saving backbone of agriculture . . . the one **BASIC** industry of all mankind.

Here, surely, is an important part of America's might—and you, the farm equipment dealer, constantly play a central role in America's tractor-powered progress.

Manufacturers of a Complete Line of Modern Machines, Visionlined Tractors, and Power Units for Agriculture . . . and Agriculture is Basic to Our Economy.



An MM "first" is the URG-HARVESTOR which easily converts to either a self-propelled Harvester or Corn Picker-Husker.



Here the MM Z Tractor draws the MM HARVESTOR 69—helps the farmer cut, thresh and clean his crop in one fast operation.



MM Self-Propelled HARVESTORS get the grain at lower net cost. Without equipment like this, modern farmers could never harvest today's big crops.



Here's a money-making combination of harvesting time—the MM Z Tractor and 12-foot MM G-4 HARVESTOR. The G-4 is America's largest selling combine of its type.



MINNEAPOLIS-MOLINE

MINNEAPOLIS 1, MINNESOTA



Climaxing the 10th annual convention of the Mid-South Farm Equipment Association convention in Memphis, Tenn., Jan. 15-16, was election of Harry R. Wieman (left) of Stuttgart, Ark., as first vice president. J. Sterling Inman (second from left) of Memphis was succeeded as president by Paul H. Watson (third from left) of Greenville, Miss., who was elevated from first vice president. Louis Nash (right) of Blytheville, Ark., was named national councilor

Mid-South Convention

"HELP THE FARMER get the most out of his machinery." "Help the Mid-South save through a planned pasture program."

That double-barreled challenge was hurled at 600 farm equipment dealers at the annual Mid-South Farm Equipment Association convention, held January 15-16 in Memphis, Tenn.

William E. Meek, senior agricultural engineer in cotton mechanization at the Delta Experiment Station, Stoneville, Miss., termed education in proper use of farm equipment the biggest problem on Mid-South farms today.

"Farm equipment dealers have a greater responsibility now than ever before," Meek declared. "They have got to tell farmers how to get the most out of their high-priced equipment. They must show them how such equipment fits into this era of changing agriculture. The farmers are looking to the dealers to help. What are the dealers going to do about it?"

W. R. Thompson, leader in extension agronomy, Mississippi State College, urged dealers to give full support to the national grasslands program, declaring the Mid-South's greatest asset is in soil.

Farm equipment in a war economy was the topic of Peter V. Moulder of Chicago, executive vice president of International Harvester Co. While stressing

shortages of steel and copper and cutbacks in farm machinery production, Moulder warned dealers against relaxing sales activity.

Millard Peck of the Farm Ma-

USDA Emphasizes Importance of Farm Equipment Repair

SO THAT CROP production goals may be attained in 1952 despite the tightening supply of new farm machinery and equipment, the nation's farmers are being urged by the government to keep their equipment in a good state of repair.

Secretary of Agriculture Charles F. Brannan has announced plans to intensify the department's efforts to encourage farmers to maintain in satisfactory operating condition the equipment they now have.

He has asked the farm equipment industry to gear its production and distribution of repair parts accordingly.

In letters addressed to associations of farm equipment manufacturers, distributors and retail dealers, the Secretary pointed out that:

"The 1952 crop year presents the greatest challenge agriculture has ever faced. The 1952 production goals program, announced by the USDA in November, calls for

chinery and Equipment Section of the Office of Price Stabilization, and Paul M. Mulliken, managing director of the National Retail Farm Equipment Association, St. Louis, led a forum on price controls.

New Officers

New president of the association is Paul H. Watson, Greenville, Miss., who was elevated from first vice president, as custom, to succeed J. Sterling Inman, Memphis. Elected first vice president was Harry R. Wieman, Stuttgart, Ark. M. H. Maddox, Jackson, Tenn., was named second vice president, and Graham McDonald, Memphis, was re-elected secretary-treasurer.

Joining the board of directors are W. O. Melton, Trumann, Ark.; Fred E. James, Greenwood, Miss., and Wallace Cox, Memphis. Louis Nash, Blytheville, Ark., was named national councilor.

The attendance of 600 dealers and equipment manufacturers' representatives was a record for the 10-year-old association. An all-time high membership of 537, an increase of 17.8 percent over the previous year, was reported.

a new record-high level of total crop and livestock production—nearly 50 percent higher than average production in the 1935-39 period, and about 6 percent above the near record level of 1951.

While this would indicate the need for further increases in farm mechanization during the coming year, the Secretary points out that production of new farm equipment has been declining since mid-1951, and that allotments of raw materials to the industry for the first three months of 1952 will restrict production to less than the desired rate.

"Under the circumstances, repair and maintenance of existing farm equipment will be of even greater importance this year, particularly in view of uncertainties in the production of items containing steel," Mr. Brannan said.

In his letter to the farm equipment industry, the Secretary explained that the survey conducted
(Continued on page 130)

Bob Schaefer says, "Without Farm SalesI Could Not Stay in Business"



Bob Schaefer is a highly successful appliance dealer, operating over a radius of 30 miles surrounding Cullman, Alabama, a town of 7,000 population. In the Cullman trading area there are 27,000 farms of which 23,000 are electrified. Mr. Schaefer was winner of the 1951 Domestic Engineering National Award. He led the state of Alabama for 1951 in Range sales for one of the major manufacturers.

FARM AND RANCH SOUTHERN AGRICULTURIST NASHVILLE, TENNESSEE

More Southern Farm Families read Farm and Ranch-Southern Agriculturist than any other publication . . . circulation guarantee—1,290,000.

Mr. Schaefer is the owner of the Home Improvement Company which started in 1940 and now does a major portion of the total appliance business in the Cullman trading area. There are 27 competitive organizations.

After examining the list of Farm and Ranch-Southern Agriculturist subscribers in Cullman County, Mr. Schaefer said, . . .

"I've long been aware of the pulling power of Farm and Ranch-Southern Agriculturist, but I was surprised at the actual number of my good customers who are Farm and Ranch subscribers. These are fine people . . . top citizens in this community. I am proud to have them for customers and you should be proud to have them for subscribers."

Mr. Schaefer went on to say, "About 65% of my business is on the farm. This market is brand new. The thousands of newly electrified farms in this area have produced an equal number of new customers and a corresponding volume of virgin sales. No trade-ins . . . and therefore, higher profits."

"To make the most of a market like this takes advertising in magazines that are actually read by farm people. Your circulation list proves that beyond question. Farm and Ranch-Southern Agriculturist has the greatest circulation of any magazine in my trading area and the names I recognized are some of the best of our farm customers."

"Farm and Ranch-Southern Agriculturist is made for farm people. They read it . . . and they like it . . . this much I know. In my opinion Farm and Ranch-Southern Agriculturist is the biggest producer of farm sales. To me, this means *everything* . . . because, without farm sales, I couldn't stay in business."

Special Notice to Advertising Managers and Media Directors. What Mr. Schaefer has to say about the Southern Farm Market is fully substantiated by the agricultural statistics in the 1950 census. We are preparing a state-by-state digest of these figures as they are released. We will be happy to mail them to you as they come off the press. Just sign the coupon and mail it to us.

FARM AND RANCH-SOUTHERN AGRICULTURIST, DEPT. SR-1, NASHVILLE, TENN.
Please put me on your mailing list for state-by-state Digest of 1950 agricultural statistics.

NAME _____ TITLE _____
FIRM _____ ADDRESS _____
CITY _____ ZONE _____
STATE _____

Butler Quality Reputation Builds Quantity Sales for You

In your area Butler Farm Equipment has earned a reputation for top quality and long life. One farmer tells another . . . and the demand grows. This valuable word-of-mouth advertising builds quantity sales and profits for you

as a Butler Dealer. And Butler backs you up with consistent farm magazine advertising to your farmer customers. Get more sales and more profits . . . sell Butler Blue Ribbon Line Farm Equipment.



Grain Bins

Here's a sure-fire best-seller for you. . . . (Nearly 50,000 Butler Grain Bins were sold in one year alone.) You'll sell Butler Grain Bins as fast as you stock them, because your farmer customers know "Butler" means the best grain bin on the market.

Check These Best-Seller Features

- Fire-safe, weathertight, rodent-proof
- Fast, easy to erect
- Low-cost maintenance
- Long-life construction
- Man-sized roof manhole for easy filling
- Proved in use for more than 40 years
- 1,000; 2,200; 3,276 bushel capacities



Stock Tanks

You'll sell your supply of Butler Watering Tanks as fast as you stock them. Why? Because Butler Stock tanks are preferred by more farmers than any other brand. Farmers have been buying Butler tanks for more than 50 years . . . they are **proved in use**.

Here's a Feature that Really Sells Them — "Big Ham" Automatic Fountain

You can sell more Butler watering tanks because the Big Ham Fountain means the farmer can water more animals with one tank.

And for an extra profits builder, sell the fountains for tanks already in use.

Butler Round and Round End Stock Tanks feature great structural strength **plus** added strength built in with spiral corrugations, deep drawn swedges, inset side-bottom seam and reinforced tube top.



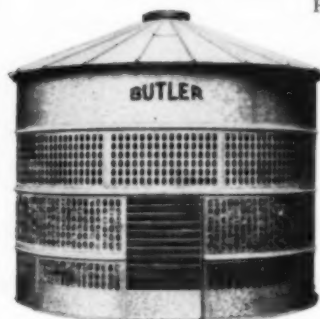
"Big Ham" Hog Feeders

More than 2 years of on-the-farm use have proved that **pigs** make **hogs** of themselves at the Butler "Big Ham" Hog Feeder. Display one today so that your farmer customers can **see** why the Butler Round type feeder is the best.

More Sales Makers

- Self-locking cover
- "Continuous Flow Cone" prevents bridging—even of ground oats
- Feeder lids keep feed dry
- Cypress skids are rat-proof
- Feed control slides vary size of opening

Corn Crib



Here's the answer to your farmer customers' demands for a **permanent**, economical corn crib. Made of rugged galvanized steel... designed to better condition and keep ear corn until marketing time. 665 and 1100 bushel capacities.

Auger Grain Loaders

Complete your line with rugged, dependable Butler Auger Grain Loaders. Balanced for

one-man operation. Available in a variety of sizes to meet the farmer's every need — 16', 21', 27', 41' and 41' Heavy Duty.



Feed Pans



Every farmer who walks into your place is a customer for these sturdy feed pans. Display one and see! Galvanized; 16 1/4" diameter, 3 1/4" deep. Many uses.

Well Casing



Built to last . . . and provide complete customer satisfaction. Perforated or plain; galvanized screwjoint type. 2 1/2' and 10' one-piece lengths, double lock side seam. Add Butler Well Casing to your line, for **extra profits**.

Mail Coupon for More Information on Any Butler Product



BUTLER MANUFACTURING COMPANY

Kansas City, Mo. Galesburg, Ill.
Richmond, Calif. Birmingham, Ala.
Minneapolis, Minn.

Address Dept. 5X13 at office nearest you:
BUTLER MANUFACTURING COMPANY
7394 E. 131st St., Kansas City 3E, Mo.

Please send me further information on the following Butler products:

- ☐ Grain Bins
- ☐ Stock Tanks
- ☐ Hog Feeders
- ☐ Corn Crib
- ☐ Auger Loaders
- ☐ Feed Pans
- ☐ Well Casing

Name _____

Address _____

City _____

Zone _____ State _____

USDA Emphasizes Need of Farm Equipment Repairs

(Continued from page 126)

by the Department last spring indicated that farmers would require during 1951 approximately 20 percent more repair parts than they received in 1949.

Sprajet Firm Appoints Dilworth Southern Mgr.

ACCESSORIES Manufacturing Co., 705 McGee St., Kansas City 8, Mo., manufacturers of Sprajet equipment, announces the appointment of Hal C. Dilworth as southern sales manager.

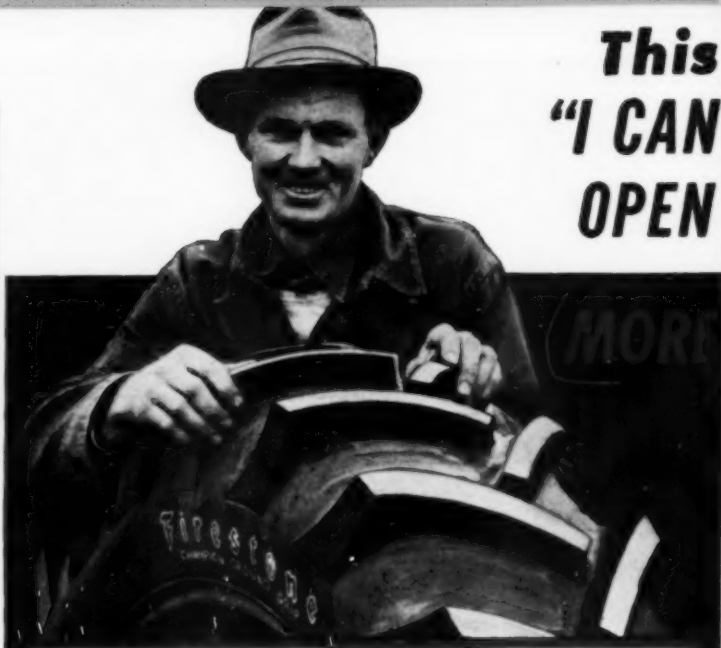
Formerly the educational specialist with the National Cotton Council of America, Mr. Dilworth will still make Memphis his headquarters, and his new offices will be at 206 Eighty-one Madison Bldg.



Hal C. Dilworth

Mr. Dilworth joined the Sprajet organization as of January 1, 1952, after having been with the Cotton Council since 1946. In charge of the Council's cotton insect control program, he coordinated control activities with the U. S. Department of Agriculture, state experimental stations, agricultural extension services, farm veteran organizations, and other agricultural groups. He was instrumental in the start of the Annual Beltwide Cotton Insect Control Conferences and initiated the publication of annual bulletins summarizing the proceedings of these meetings. He also helped found the Council's bulletin of state recommendations for cotton pest control.

Mr. Dilworth is an agriculture graduate of Mississippi State College, and served as a lieutenant colonel during World War II.



This "I CAN OPEN

"I farm 240 acres of black loam, and I've found that there are times when I need tires with extra traction to get my work done. I choose Firestone Open Centers for my farm, because they have the traction that will always take me through. In my opinion they're the best tractor tires a farmer can use."

LAWRENCE O. LARSON
ORION, ILLINOIS

THERE'S one sure way to show your customers the difference between tractor tires, and that is to put the tires to work. On any job, your customers will soon see that the Firestone Champion Open Center outpulls all other open center tires.

From the tractor seat they'll soon see *why* it outpulls all other tires. It's the only open center tire with Power-Arc traction bars, tapered and curved to take a full-traction

Enjoy the Voice of Firestone on radio or television every Monday evening over NBC

Always Sell Tires Built By Firestone

**Illinois Farmer Says:
ALWAYS DEPEND ON FIRESTONE
CENTERS TO TAKE ME THROUGH"**

AND MORE OPEN CENTER-BUYERS CHOOSE

Firestone
CHAMPIONS

bite deep into the ground. And it's the only tire that is designed to cup the soil for a stronger grip and give positive cleaning as well.

If your customer is one of the million or more farmers who prefer a traction-center type of tire, you can sell him the only traction-center tire ever built . . . the Firestone Champion Traction Center.

Sell tractor owners Firestone Champions and you'll sell them the best tires they can use.



Copyright, 1952, The Firestone Tire & Rubber Co.

Originator of the First Practical Pneumatic Tractor Tire

Southeastern Case Dealers View '52 Products



J. I. CASE Co. gave its southeastern dealers an advance showing of the new 1952 line of products at a meeting held January 25-26 at the Case branch office in Atlanta, Ga.

More than 240 dealers from throughout the territory served by the Atlanta office were on hand, according to an announcement by L. S. Devoe, branch manager. Dealers also were given a complete preview of the 1952 sales program.

An innovation this year, dealers were awarded plaques in accordance with their years of service, dating back to their original contracts with the Case company. Plaques were presented to dealers having years of service in the following categories: 5-10 years, 10-15, 15-20, 20-25, and over 25 years.

The area served by the Atlanta branch office has two dealers who have been Case distributors for 20-25 years and two who have more than 25 years of service, Mr. Devoe said.

Shown at left are southeastern Case dealers who recently received plaques in recognition of their years of service. In the top picture are dealers having 5-10 years of service. Other pictures, top to bottom, are of dealers having 10-15, 15-20, 20-25 and over 25 years as a Case distributor. In bottom picture at left is L. S. Devoe, Atlanta branch manager for the J. I. Case Co.

Oliver's Annual Report Shows Sales Increase .

NET EARNINGS of \$6,006,000 for the fiscal year ended October 31, 1951, after provision of \$5,600,000 for Federal income taxes, are revealed in the annual report of The Oliver Corp. Net earnings for the 1950 fiscal year were \$6,241,000. After dividends of \$368,510 on the 4½% convertible preferred stock, these earnings were equivalent to \$7.01 per share on the 804,041 shares of outstanding common stock, compared to \$7.31 per share in 1950.

Net sales of the Chicago farm and industrial equipment manufacturer for the past fiscal year were \$119,524,000, highest in Oliver's history.

ONE **Simplicity** SALE

leads to many sales!

"I will be purchasing additional equipment in the near future"

writes new Simplicity owner, Mr. Neil E. Wettermann of Cincinnati, Ohio.



"The last two weeks I have put this equipment through some very rugged tasks and I am very pleased to inform you that my satisfaction with each performance far exceeded my expectations."

"I made a master letter and mailed copies to fifty two manufacturers of tractors and mowing equipment. Of all the literature received, yours appealed to me the most and I am glad to say I know I made the best selection."

"I can only find praise for the construction and workmanship of your Tractor and Implements."



Simplicity

BUILDS SALES

Simplicity dealers everywhere know that a new Simplicity owner like Mr. Wettermann is a natural prospect for additional Simplicity attachments as well as other profitable merchandise they display in their stores. That's how Simplicity builds sales and that's why Simplicity dealers are successful dealers.

AMERICA'S No. 1 GARDEN TRACTOR
SIMPLICITY MANUFACTURING COMPANY
5256 Spring Street, Port Washington, Wisconsin

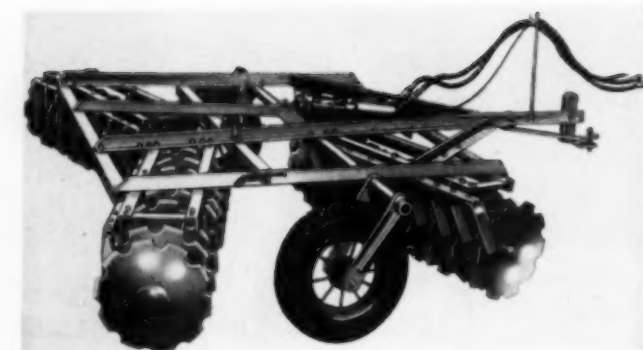
Wheel-Type Disc Harrow Announced by Farm Tools

MORE effective and thorough soil preparation is said to be possible with a new Mobil-Disc wheel-type tandem disc harrow recently announced by Farm Tools, Inc., Mansfield, Ohio.

From manufacturer's field tests, the 1600-pound weight of the unit and the cut-out or grooved discs provide complete depth control and superior trash cutting qualities under the most difficult operating conditions, it is claimed. While the weight is considerably more than ordinary discs, one man can roll the Mobil-Disc into a shed.

Of special importance to farmers is the trash-cutting ability, as it prepares the soil for better water retention and performs successfully in sandy and loose soil.

Versatility with the Mobil-Disc also is obtained by hydraulic-powered, pneumatic tired wheels, which reduce disc wear 50 percent and allow fast, easy transportation at any tractor speed over any type of road, it was announced. The same feature protects sod and grassy waterways against destruction in conservation farming. Easy maneuverability of the harrow



enables farmers to start working their fields earlier in the spring.

Rigid frame construction departs from the trend to a high percentage of welding. Wherever possible, bolted construction is used, providing a tight, flexible frame. The top of the frame is constructed so that extra weight can be added whenever needed. Discs are angled in a fixed position for maximum efficiency, although the rear gangs are independently adjustable for unusual conditions. A hitch and a non-lubricating bearing which carries a five-year guarantee are

new and exclusive features of the Mobil-Disc harrow.

Special uses of the unit are for contour farming, row and cash crop farming, pasture renovation and orchards. Its tight, flexible frame and hydraulic wheel lift make these special uses advantageous for faster and better soil preparation, it was announced.



Calf-Teria Announces New Fence Tightener

CALF-TERIA SALES, Inc., Fort Wayne 6, Ind., announces production of the Farm-Wise fence tightener, an especially designed steel-tipped tool to prevent sagging fences. The tightening operation is simple and can be performed by a 10-year-old boy, it was announced.

The heavy steel claw tip is first placed over the wire to be tightened. A light downward push and twist of the wrists forms a permanent "Z" in the strand. This action can be performed at walking speed, and when repeated several times along a section of fence will quickly draw it rigid, it is claimed. The tightener works equally well on barbed, strand or woven wire fence, even when they are rusted. The overall length is 13 inches and approximately 3/4 inch in diameter.

The fence tightener is available for immediate shipment and has a suggested retail price of \$1.00.



BE SURE YOU LOOK OVER THE FREEMAN LOADER BEFORE YOU BUY

Note Xtra Trax on Tractor Wheel. Xtra Trax prevents slippage, improves tractor performance in all work . . . Gives amazing results. See FREE folder.



This LOADER is built LOW, for proper weight distribution ON REAR WHEELS so that BIG loads can be carried with ease and safety. . . . MANUFACTURED BY THE OLDEST AND LARGEST MAKER OF HYDRAULIC LOADERS AND PUMPS FOR FARM USE.

The FREEMAN LOADER may be operated in the barn at LOW HEIGHT permits loader to go anywhere your tractor can go. Fits 88 tractor models and can be fitted with all attachments, bulldozer, etc.

FREEMAN MANUFACTURING INC.
Minneapolis 6, Minnesota
Plants at Para, Ind., and New Ulm, Minn.

DISTRIBUTED BY
IMPLEMENT SALES COMPANY
249 Pryor St., Atlanta, Ga.
MCNEES SALES COMPANY
340 W. Olive Ave., Memphis, Tenn.
GENERAL CORPORATION
106 Howell St., Dallas 2, Texas

Freeman

NOW!

a new
display
promotion
that
guarantees
extra profits!



The new Goulds complete packaged display plan (featuring the amazing new Close-Cuppled Balanced-Flow Jet water system) is yours for the asking ... is guaranteed to bring extra cash profits!

Your Goulds distributor has full details on this promotion ... call him today or write us direct.

GOULDS PUMPS INC., Seneca Falls, N.Y.

**FREE MATS.
RADIO SCRIPTS**
Includes newspaper mats, radio scripts, and ready-to-use news stories your local papers will be glad to receive.

GOULDS
DISPLAY PROMOTION
SALES AIDE

EXTRA!
for
extra
profits!

FREE WALL POSTER
A really dramatic poster in full color, 22" x 34". A stand-out on any wall, draws maximum attention to your pump display.

FREE CONSUMER FOLDER
Attractive (4-color) booklet that makes a convincing mailing to your prospects. Furnished in reasonable quantities, imprinted with your store name and address.



GOULDS WATER SYSTEMS
Since 1848
FOR EVERY FARM AND HOME NEED

JUST IN TIME FOR SPRING GARDEN DISPLAYS

NEW CHAPIN 2 Gallon Sprayer

LIGHTWEIGHT

Suitable for Women

IDEAL FOR

Concentrate spraying

FUNNEL TOP

design... always popular

PRICED TO SELL

with full mark up

ARMCO ZINC GRIP

*rust-resistant
galvanized steel*

CHAPIN QUALITY

*65 years devoted
exclusively to
making fine sprayers*



MODEL NO. 120

2 gal. cap. 36" Discharge Equipment

OTHER POPULAR CHAPIN MODELS

No. 595 DUSTER

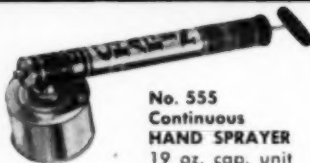
Well made for easy, efficient operation. Glass tank with 2 3/4" opening. Gives large cloud of dust with each stroke. Has 18" extension tube.



No. 555

Continuous HAND SPRAYER

19 oz. cap. unit with tinplate tank. Pump size 13" x 1 1/2". Tank opening 43 mm. Gives fine, mist-like spray.



R. E. CHAPIN Manufacturing Works, Inc.

100 Chapin Street

Batavia, N. Y.

Oliver Elects W. J. Fisher Vice President, Director

WILLIAM J. FISHER, president of A. B. Farquhar Co., of York, Pa., was elected vice president and director of The Oliver Corp., at a recent special meeting of the Oliver board of directors, according to Alva W. Phelps, chairman of the board. At the same time, the Oliver board heard a report that holders of 99-4/10% of the outstanding Farquhar common stock had approved the exchange of four shares of Farquhar for one share of Oliver, under which directors of both companies had proposed acquisition of Farquhar by Oliver. The Oliver directors then authorized issuance of 51,250 shares to exchange for the 205,000 shares of Farquhar common stock.



William J. Fisher

Mr. Fisher and A. King McCord, president of Oliver, said that the combination of resources, products and experience should benefit operations of both companies. Oliver completed the largest volume year in history on October 31, 1951, with total sales approaching \$120,000,000. Mr. Fisher estimated that Farquhar has an existing back-log of orders for normal lines and defense products of somewhat more than \$10,-000,000.

Mr. Fisher has been president of Farquhar since 1944, a member of the same organization for the past fifty years, and is chairman of the executive committee of the Farm Equipment Institute. He said that he plans to undertake immediately the many problems of integrating personnel, products and services of the two companies.

Edward H. Fisher of York, who has been executive vice president of Farquhar, will succeed his father as general manager of the company, now a division of Oliver.

*Pasture Dream

More and more farm implement dealers are investigating the profit-making opportunities of PASTURE DREAM. Here is a pasture-building tool that does all essential planting operations at one time. Thoroughly proven in the field under almost all types of conditions, the PASTURE DREAM has won the enthusiastic praise of agricultural leaders everywhere.

**SOLD EXCLUSIVELY THROUGH
FARM IMPLEMENT DEALERS**

PASTURE DREAM offers outstanding money-making opportunities to dealers everywhere. Write us today on your business letterhead for full particulars.

*Another GOOD farm implement
manufactured by*

TAYLOR MACHINE WORKS
LOUISVILLE, MISSISSIPPI

*the sensational tool for improving pasture lands

DEALERS KNOW
A GOOD THING
WHEN THEY
SEE IT!



COMPLETE LINE... BIG MARKET

**EXACT POWER
CUSTOMERS
WANT!**

**PLOW • HARROW
SEED • CULTIVATE
• DISC**

SHAW

"DU-ALL"

GARDEN and SMALL FARM TRACTORS

**50
SUCCESSFUL
YEARS!**

**SNOWPLOW
BULLDOZE • MOW
SAW • RAKE**



**1½ • 2½ • 3 • 5 H.P.
WALKING TRACTORS**

for all large and small Gardening. Sturdy, extra strength construction for power and traction. Variable speed transmission, individual gang tool controls. Model shown is 3 H.P. with 16" plow.

NATIONALLY ADVERTISED

Widely used in every state and in foreign countries. SHAW is Best, Most Profitable Complete Line to Sell!

Opportunity Knocks!

Dealers make EXTRA MONEY on tools and power take off Attachments for all models!

NEW SAW ATTACHMENT

Fells Trees, Cuts Wood and Weeds. It sells itself!



5 • 8 • 12 H.P.

RIDING TRACTORS

That Will Handle Good Sized Farm. Lowest cost power. Handles 10, 12, even 14-inch plows. Cultivation, mows, rakes, does dozens of other jobs with ease. Works astride or between 42" rows. Uses F. T. O. pulley.

OPENINGS for DEALERS

Write for Free Literature, Full Details, Prices and Information on Dealership

A PIONEER IN THE GARDEN TRACTOR INDUSTRY

SHAW MANUFACTURING CO.
8303 Front St., Galesburg, Kansas

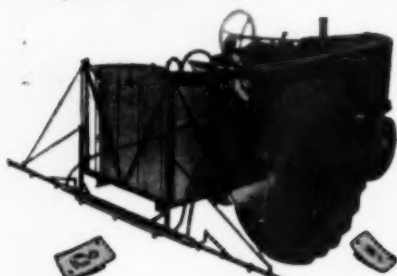
DEALERS' CHOICE...



Q. WHAT BRAND SPRAYER DO YOU PREFER?

A. Seven leading farm papers and a trade journal asked this question of over 8500 dealers. Of those answering, the choice of more dealers was The **COMFORT** Sprayer by more than 2 to 1.

For 1962, lead with the leader—**COMFORT** the sprayer you can sell with confidence. Delivery is guaranteed on present orders.



COMFORT Multi Purpose FARM SPRAYER

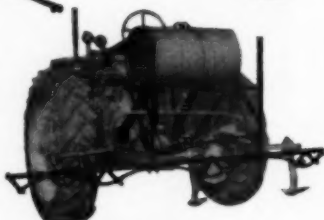
The popular weed, insect and general farm sprayer which offers truly simple operation and maintenance. All controls are centered at tractor seat. Mounts on any tractor* by tightening just 2 bolts. It's a complete sprayer with full accessory and parts selection. 5 gallon per acre tips are standard equipment.

*Special Mount for Ford Tractors.

COMFORT Cultivator Mount

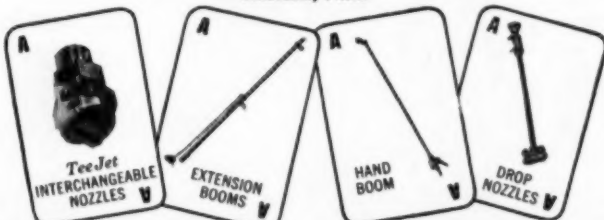
In features—efficiency—in low cost... here is the outstanding sprayer of its type for row crops where spraying is desired while cultivating. Can be easily mounted with or without cultivator on any popular make tractor.* Extension booms are available for spraying four or more rows (as shown). Uses any standard 55 gallon drum (not furnished). A complete spraying unit—nothing else to buy.

*Special Mount for Ford Tractors.



COMPLETE PARTS & ACCESSORY SELECTION

Reasonably Priced



TeeJets mean **COMFORT** Sprayers are adaptable to all types of chemicals and gallonages.

COMFORT built to permit any desired boom length up to maximum practical width.

For all spot spraying jobs. Complete with angle spraying head, nozzle and tip.

For between row spraying. Complete with tip, adjustable head and shock absorbers to prevent damage.



COMFORT

Ask Your Jobber For Details Or Write
EQUIPMENT COMPANY • 2609 80 Walnut, Kansas City 8, Mo.

Everite Appoints Emery General Sales Manager.

L. E. WILSON, president of the Everite Pump & Mfg. Co., Lancaster, Penn., has announced the appointment of Paul P. Emery as general sales manager. Mr. Emery succeeds J. B. Trotman, who retired in December.



Paul P. Emery

Mr. Emery, for the past three years, was manager of Everite's Southeastern territory. He has had broad experience in the pump industry, having been associated for several years with the Fairbanks-Morse Co., sales manager of Domestic Engine and Pump Co., and sales manager of the American Hydro-Vac Co.

M-M Releases Two New Color Films . .

TWO FULL-LENGTH films in color, recently released by Minneapolis-Moline Co., Minneapolis, Minn., will be featured in community programs sponsored by its dealers over the country and in Canada.

The films are entitled "Crossroads of the Cross" and "The Good Earth for a Better Life." The former depicts a tour of the Holy Lands and some of the surrounding countries, pointing out what is taking place today in this part of the world. The latter stresses the importance of mineral elements in the soil and the need of conserving these elements and the soil itself. Revealing the part that agricultural colleges, county agents and farm youth organizations are playing in the program of conservation, it shows how modern farm equipment is helping the farmer carry out this program.

Cooper

POWER LAWN MOWERS

Built for those who want the Best



27" "Imperial"
Roller Type Mower

Rubber covered steel roller and castor wheels. New positive wheel adjustment and new all-steel welded deck. Powered with 1 HP Briggs & Stratton motor. Rubber tired Riding Sulky (optional equipment).

9 MILLION readers will see Cooper National advertising during March, April and May. Be sure to get your share of the profitable sales this national publicity will create.

ORDER FROM YOUR NEAREST DISTRIBUTOR. BUT ORDER EARLY



"KLIPPER" POWER MOWERS
18" and 20" Cutting Widths

GET THE "EXTRA" OF COOPER EXCLUSIVE FEATURES

Fully enclosed oversize Diamond chain drive

Oversize enclosed Timken Reel bearings with automatic takeup
Unbreakable tubular steel handle

Patented, positive action, non-wearing clutch. Simple, powerful, self-locking

Extra strong, zinc die cast alloy frame

Zinc die cast alloy drive pinions with hardened steel inserts

Patented "Quickset" height adjustment with a range of $\frac{1}{8}$ " to $2\frac{1}{4}$ "

Power driven weed cutter (optional)

Plus the always dependable Briggs & Stratton motors

COOPER MANUFACTURING CO.

603-605 South First Avenue
Marshalltown, Iowa, U.S.A.



EFFECTIVE NATIONAL ADVERTISING FOR 1952

Southern Plow Distributes Champion Line in S.W. . . .

ONE OF THE oldest farm equipment distributors in its area, Southern Plow Co., Dallas, Texas, has been appointed distributor of Champion farm equipment, according to F. K. Bauer, secretary of the Winpower Manufacturing Co., of Newton, Iowa. The line includes rotary cultivators, rotary cultivator attachments, one and two man tractor powered post-hole diggers, six-ton wagons and all-steel wagon boxes.

Southern Plow Co. is starting

its fifty-first year of service to dealers in Texas, Oklahoma, New Mexico, Arkansas and Western Louisiana.



Louden Machinery Co. Elects New Officers . .

A. C. LOUDEN, formerly vice president and production manager of The Louden Machinery Co., Fairfield, Iowa, has been elected president. He succeeds his brother, the late R. B. Louden, who headed the company until his death in November.



A. C. Louden

Vice presidents elected were W. L. Fry and R. W. Louden, to serve with A. C. Louden on an executive committee which will have charge of all general management functions of the firm.

Like his predecessor, A. C. Louden is a son of William Louden, who founded the Louden Machinery Co. and the barn equipment industry in 1867, with the introduction of the world's first hay carrier and later pioneering of the monorail industry. He has been



Fry

Louden

**When breakdowns occur...
customers demand
guaranteed-to-
fit parts**

R. HERSCHEL
MANUFACTURING CO., INCORPORATED

**Cutting Parts are
field-tested to fit
ALL MAKES of cutter bars**

Time is money to your customers at harvest time. When machinery breaks down, the faulty parts must be replaced as quickly as possible . . . and unnecessary time loss can result in serious financial loss.

That's why it's important for you to fill out your inventory of Herschel Parts NOW. Herschel Parts are accurately made and guaranteed to fit. They can be installed quickly . . . they make repair jobs stand up. Field-tested HERSCHEL PARTS are available for the repair of ALL MAKES of cutter bars.

WRITE FOR FREE COPY OF THE NEW HERSCHEL CATALOG, No. 87.

R. HERSCHEL MFG. CO., Inc., Peoria 8, Ill.

Pioneer makers of cutting parts to fit mowers and combines.

Branches at: Minneapolis, Minn.; Omaha, Nebr.; Auburn, N. Y.; Harrisburg, Pa.; Toledo, Ohio

DISTRIBUTORS:

R. C. Cropper, Macon, Georgia

The Southern Supply Co., Dallas, Texas

HERSCHEL PARTS

associated with the company for more than 50 years.

The two new vice presidents are both grandsons of William Louden. W. L. Fry joined the firm in 1930 and is auditor of the company. R. W. Louden joined the firm in 1932 and is manager of the Farm Line Division.

With the election of the new officers, Wilbur Mayer, sales manager of the Monorail Division, was named to the board of directors to fill the vacancy created by R. B. Louden's death. Mr. Mayer has been associated with the firm in Fairfield since 1952. Prior to that time, he was in charge of the Buffalo district offices.

Sales Personnel Changes at Fairbanks-Morse . . .

CHANGES in the sales organization of Fairbanks-Morse & Co., 600 S. Michigan Ave., Chicago 5, Ill., have been announced by Robert H. Morse, Jr., president, as follows:



W. B. Wylly

J. A. Cuneo

J. A. Cuneo, formerly manager of the Chicago branch, has been promoted to general sales manager.

W. B. Wylly, formerly manager of the Houston, Texas, sub-branch, has been appointed manager of the Atlanta branch.

M-M Now Distributing New Catalog-Calendar

MINNEAPOLIS-MOLINE Co., Minneapolis 1, Minn., is now distributing its 1952 Farmer-Sportsman calendars throughout the United States and Canada, as well as in many foreign countries.

Over two million of the calendars will be distributed this year. This year's colorful cover is a tribute to farmer-sportsman co-

operation and conservation and shows friends from the city hunting with farmer's son.

The M-M calendar serves also as a catalog, illustrating modern farm machinery manufactured by the company, and includes features on soil conservation and safety.

Rakos Named Manager of Super Six Sales

J. H. BRENNAN, president of J. Super Six Manufacturing, Inc., Minneapolis, Minn., an-

nounces the appointment of J. R. Rakos as sales manager for the company, effective February 1, 1952.

Mr. Rakos has been with the company for six years in sales and service capacities. Prior to joining Super Six, his military service included three years in the Merchant Marines.

At the same time, Mr. Brennan announced that R. B. Woodbury has been appointed his administrative assistant. Mr. Woodbury formerly was with Pillsbury Mills for 13 years.

SPRAYING SYSTEMS

TeeJet

SPRAY NOZZLES

COMPLETE NOZZLE supplied with male or female pipe connection and CONEJET Tip.

with

NEW ConeJet TIPS

to end clogging troubles in cotton spraying

CONEJET Tip Assembly fits any TeeJet Spray Nozzle - replaceable and interchangeable.

prevents pooling

Designed with single internal passage to reduce possibility of nozzle clogging. The CONEJET Tip is made in a full range of capacities and fits any TeeJet Spray Nozzle. Supplied as tip assembly or as complete nozzle. Ends up to 75% of all clogging troubles. Gives effective spraying in capacities as low as one gallon per acre. Tested and proved the most efficient nozzle ever built . . . for such cotton

field applications as insecticide spraying for boll weevils and other pests and as defoliating sprays. WRITE FOR CONEJET Tip Flow Chart. Other TeeJet Tips for use with TeeJet Spray Nozzles include flat spray tips for weed control, special tips for flame cultivating, and disc type tips for spraying insecticides containing suspended solids.

Be sure of supply by ordering now through your jobber, distributor or spraying equipment manufacturer.

SPRAYING SYSTEMS CO.
3277 Randolph Street • Bellwood, Illinois

TeeJet

SPRAY NOZZLES

FLAT SPRAY CONE SPRAY

INTERCHANGEABLE ORIFICE TIPS

DISC TYPE CONEJET

FITTINGS

SWIVEL SPRAY NOZZLE STRAINERS

TRIGGER TEEJET

TYPICAL EQUIPMENT

for the best in performance from equipment and chemicals!

NOW ENJOY THE REALLY VERSATILE

New GARDEN TRACTOR

FOR FARM, GARDEN, HOME AND ESTATE



The Kut-Kwick rotary mowing attachment cuts and shreds light undergrowth—brush, grass, weeds etc., forming a valuable mulch on the land which promotes the growth of green pastures

The garden tractor has a circular saw attachment which fells trees at ground level. It also cuts them into firewood, fence posts etc. Kut-Kwick uses standard garden plows, harrows, cultivators etc., and is produced with power range of from 2 to 6 h.p.



DEALERS—

Write today for illustrated catalog and prices

KUT-KWICK TOOL CORPORATION

P.O. BOX 476

BRUNSWICK, GEORGIA

Water Systems Month Posters Available Now

A FIVE-COLOR poster promoting May as National Water Systems Month, will be distributed to water systems dealers beginning April 21, according to the Plumbing and Heating Industries Bureau, 35 East Wacker Drive, Chicago 1, Ill.

The 28 x 42 inch poster emphasizes the need for electric water systems of adequate capacity during the current defense effort. Running water on the nation's farms is doubly essential today, since it increases food production while reducing the labor involved.

The poster pivots about three colored photographs, each with a caption against the background of water-blue. At the top of the poster, in reverse plate is the announcement, "This is National Water Systems Month." The theme, "Buy an Electric Water System of Adequate Capacity," is publicized in reverse plate at the bottom.

Plans now call for the poster to go up in dealers' windows and on dealers' walls during the last week of April. Posters will be forwarded by member manufacturers of the National Association of Domestic and Farm Pump Manufacturers.

Included with the poster will be special merchandising material to help make Water Systems Month a heavy selling period, pen-nants, banners and other sales helps, as well as suggestions for the most effective use of the material.

New Century Sprayer Catalog and Manual . .

CENTURY Engineering Corp., Cedar Rapids, Iowa, has made two new publications available to dealers. One is a 12-page, two-color catalog covering the complete 1952 line of Century tractor-powered sprayers, and the other is a new aid for dealer salesmen handling Century sprayers—an 80-page pocket-size manual.

The dealer manual is completely indexed and includes such information as directory of spraying terms; 10 pages on weed and insect controls; illustrations and descriptions of all standard types of pumps used on spraying equipment; pictures and explanations of various types of regulators and nozzles; how to use nozzle exten-

sions for various types of spraying; the importance of proper boom height; and detailed information on the various models of Century sprayers.

These manuals are furnished without charge to dealers handling Century sprayers, and to colleges and extension services.

A-C Plans Missouri Factory Branch . .

TWELVE ACRES of land located at Knowland Road and 35th St., Independence, Mo., were purchased recently by the Tractor Division of Allis-Chalmers Manufacturing Co. The company reports plans for immediate construction of a new and modern factory branch to serve agricultural and industrial dealers in eastern Kansas and western Missouri.

According to Willis G. Scholl, vice president and general sales manager of the Tractor Division, the facilities will replace the Kansas City branch, which has been located at 1224 West 12th St. since 1931.

Serving more than 125 industrial and agricultural dealers, the new branch will be a modern one-story building, complete with conveyor systems, loading platforms, and railroad docks. The most modern methods and equipment will be employed to expedite customer needs for machinery and repairs. The spacious building and vast storage area is expected to handle a large inventory of harvesting equipment, wheel and crawler tractors, implements, motor graders, power units, and a complete stock of repair parts and accessories for these A-C products.

Mr. Scholl stated that the new factory branch is being built to keep pace with the Tractor Division's rapidly growing business.

Combination Selling

(Continued from page 117)

In trading, the company allows all it can stand.

"If a certain tractor is worth, say, \$1,500," said Louis Prewitt, "that is what we are going to allow for it."

Owners of this business have been operating long enough to know that their success depends in large measure on their reputation for fairness.

"If a dealer doesn't have his customers' confidence he will have a

Sells More Goods with Complete Line of Jamesway!



Paul Lindquist (right) and Frank Swanson.

BROODERS

All Jamesway brooders provide TWO types of heat — Infra-Red and Convection Heat. Keeps chicks more comfortable — they eat more, drink more, grow faster! Gas, electric, oil and coal models.



PRESSURE WATERER

Shown in open position. Water shuts off when dome is lifted. Dome keeps birds off top and protects float control.



SWING LEG FEEDER

"Grows" with your chicks. Simply swing the legs to any one of three positions to get the height you want. Adjustable reel. Tumble sides serve feed.



"Our experience has proved to us that we must carry as complete a stock of barn and poultry equipment as possible. The customer would much rather buy where he can see the merchandise, select what he wants and take it home with him. We have many sales develop from nearby towns because we carry a complete stock of repair parts."

The Jamesway Line is a complete line . . . and it's the line farmers know best.

So put customers' confidence in Jamesway equipment to work for you . . . take advantage of Jamesway's famous "sell-on-sight" quality, powerful advertising and valuable franchise. Look into the money-making opportunities of the Jamesway Line now. Simply mail the coupon below for full details.

Jamesway

Ft. Atkinson, Wis.

Mount Joy, Pa.

Los Angeles 63, Calif.

In Canada: Eastern Steel Products, Ltd., Jamesway Division—Montreal, Preston, Toronto

JAMES MFG. CO., Dept 58352, Ft. Atkinson, Wisconsin

I'm interested in obtaining a Jamesway dealer franchise. Please give me more details.

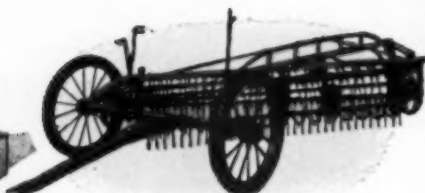
Name _____ Firm _____
 Town _____ Zone _____ State _____

One **NEW IDEA** after another

...an ever expanding line of **More**



No. 175 all-purpose elevator
Handles regular or round bales. Available in lengths from 26 feet to over 50 feet with either long or short truck.



No. 4 Side rake and tedder
Tops among high wheel 4-bar rakes. Available with 44" steel rimmed wheels or 4.00-36, 4-ply implement tires.

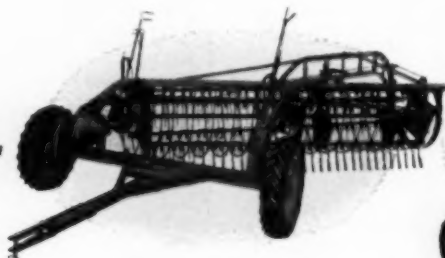


No. 30-A Trailer Mower*
Makes square corners easily. Cutter bar has power lift, safety release and ratchet. Quickly hitched or unhitched.

*Also available for use with remote control hydraulic cylinders.



All-steel, All-purpose Wagon
Adjustable bolsters and center pole extension let it accommodate all types and sizes of racks or beds. Has tapered roller bearings. Capacity 6,000 lbs.



No. 45G Side Rake and Tedder
An outstanding low wheel 4-bar rake. Main drive mechanism is completely enclosed. Mounted on 5.50-16 traction drive implement tires. Light draft.



No. 50 Semi-mounted mower*
Fits practically any tractor having power take-off shaft. Can be hitched or unhitched in minutes. Works in close quarters.

*Also available for use with remote control hydraulic cylinders.

When you sell



...you sell more value per dollar

Profitable Haying Equipment

For larger profits and easier sales during the hay making season, there is a real advantage in handling New Idea's reliable line.

NEW IDEA
FARM EQUIPMENT COMPANY

SUBSIDIARY **AVCO** MANUFACTURING CORPORATION
COLDWATER, OHIO

This New Idea semi-mounted mower will mow heaviest crops in less time and do a better job — especially in close quarters.

NEW IDEA-HORN

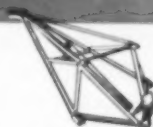
Loader and Hay Making attachments

An all-purpose, all year 'round farm tool.



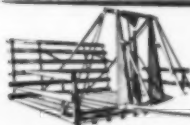
Grapple Fork

Hydraulically operated. Handles loose or baled hay. Lifts 1,000 lbs.



Loader Boom

Used with grapple fork and scores of other lifting jobs.



Push-off Stacker

Stacks from 19 to 23 feet high. Hydraulically operated gate. 1,000 lbs. capacity.



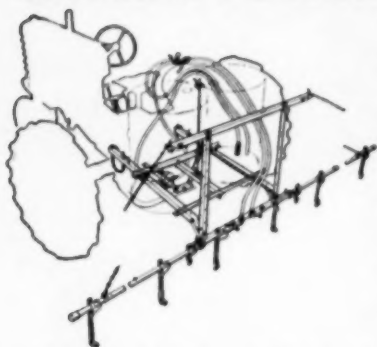
Buck Rake

Leads from swaths or windrows. Mechanical trip. Capacity 1,000 lbs.



**NEW IDEA-HORN
"50" Loader**
Equipped with
manure bucket.

KROMER POWER SPRAYERS



- Cotton Sprayers and Kits
- Tractor Mounted Sprayers
- Rear Barrel Mounted Sprayers
- Special Ford and Ferguson Barrel Mounts
- Portable Sprayer Units
- Highway and R.E.A. Right-of-Way Sprayers
- High Clearance Self-Propelled Sprayers

The Only Completely Corrosion Resistant Sprayer—KROMER booms and tanks are guaranteed against rust and corrosion.

Give Better Kill—State Agricultural College tests prove that the larger droplets from KROMER Wyde Angle Nozzles give better kill. KROMER Cotton Sprayers and Kits were designed on specifications of cotton producing areas and developed for effective weed and insect control in cotton.

Dealers—Write for bulletins describing KROMER features.

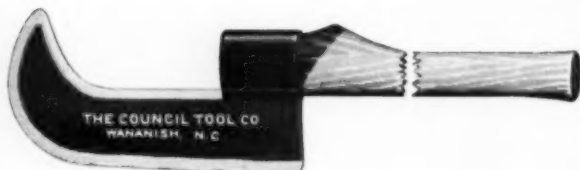
DISTRIBUTED BY

Texas, Oklahoma—SOUTHERN SUPPLY CO., Dallas 2, Texas

Tennessee, Mississippi, Arkansas—SOUTHWEST CO., Memphis 9, Tenn.

O. W. KROMER CO., Dept. 320, Minneapolis 11, Minn.

FINE EDGE TOOLS SINCE 1886



COUNCIL Bush Hooks are made of finest quality high carbon tool steel, reinforced on each side by soft steel extension from the eye. The hook is forge-welded, hammered to shape, ground to cutting edge and properly tempered.

Write for descriptive catalog on BUSH HOOKS, DITCH BANK BLADES, WEED CUTTERS and allied items.

Distribution through Jobbers

THE COUNCIL TOOL COMPANY, INC.
WANANISH, NORTH CAROLINA

hard row to hoe. And fairness in the matter of trade-ins is probably the best way to win and hold a customer's confidence," Prewitt said.

In appraising a trade-in, the company makes its estimate "backwards."

"To explain this procedure let's consider a tractor that is worth, for example, \$1,500 in good condition," Prewitt continued. "But we find that we will have to retire the trade-in. The rubber will amount to \$200. So we deduct that amount from the \$1,500. Perhaps the engine needs work and parts valued at \$150. This amount also is deducted from the \$1,500. This expense, then, has reduced our trade-in allowance from \$1,500 to \$1,150. When an appraisal is made and explained in this manner the farmer can understand more clearly how we arrived at our final bid. And we feel that the customer is entitled to this information. Misunderstandings often will lose business for a dealer. You can't blame a farmer for refusing to accept what he does not understand."

The used tractor, after being reconditioned, again has to be traded for a more obsolete model.

"Very few end up on the scrap pile, however," Prewitt said. "Old tractors, those too worn for field service, are bought for a power unit to run a feed mill, etc. This provides us with one means for moving trade-ins that do not justify reconditioning."

But, as Prewitt said, all trades do not involve obsolete models.

"Many farmers owning two-row equipment decide to go three-row, and the reverse of this is sometimes true, but of course to a much lesser extent. This affords us another opportunity to sell a complete combination deal rather than a tractor at one time and another piece of equipment at some other time."

To encourage this "combination" selling, Prewitt has implements attached to tractors on display in the show room.

"For most farmers," Prewitt concluded, "the squawk about rising prices is no more than a timely topic of conversation. They know that they are receiving more for their products and expect to pay more for their equipment and supplies. It isn't the complainers about high prices who should worry a dealer. Rather, it is the sullen ones who won't talk."

Super Six

presents the NEW

"CHIEF" LOADER

for distribution through Implement Dealers

SPECIALLY DESIGNED FOR STANDARD TREAD and UNIVERSAL TRACTORS

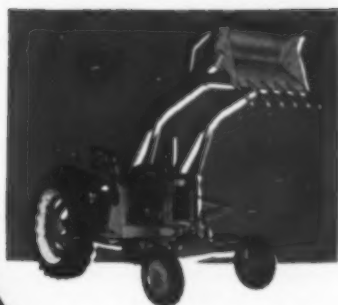
- Rugged box type booms—unrestricted view
- Twin Super-trips for complete bucket control
- Lifts load with minimum hydraulic pressure
- 6 attachments make it a year-round helper
- Removable tines with overload shearpins

How about those big hi-arch tractors? The Super Six Chief teams up with many of those that couldn't be mounted before . . . as well as with other types of standard tread and universal tractors. A leading tractor manufacturer acclaimed the Chief as "best in its field". Anyone who has seen one in action knows

that it will do the most grueling, back-breaking, difficult work there is. Attachments include the handy manure fork . . . manure plate . . . bulldozer blade . . . angle dozer . . . utility bucket . . . snow scoop. *Specifications:* Lifting height up to $8\frac{1}{2}'$ to bottom of fork, maximum capacity 3000 lbs. . . 3" ID cylinder, $22\frac{1}{8}"$ stroke.

Write for a supply of bulletins
describing all four Super-Six Loaders

Super Six MANUFACTURING INC.
MINNEAPOLIS 12, MINNESOTA



ATLAS



SENIOR

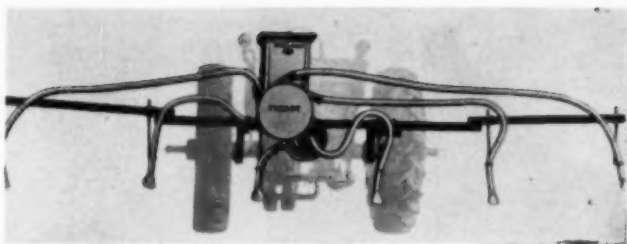


MASTER

Improvements Announced for Tygart Dusters

NEWIDEAL SPRAYER Co., Nashville, Ga., announces improvements on the Tygart lightweight duster.

On the Tygart tractor-mounted unit, a new and heavier idler has been added to reduce belt wear and minimize alignment trouble, it was announced. Hold-down gears and bolts reduce the possibility of losing lid on rough ground. Fan housing outlet and ring is said to eliminate wear and



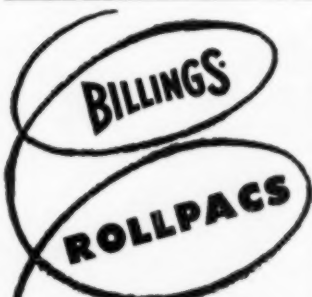
also the possibility of collapsing outlets from dropping items on them.

New design of frame offers stronger and sturdier construction, it was announced, and eliminates uneven lid service from spillage of dust. New three-point mountings on the Ford, Ferguson, Case VAC, Massey Harris 22, and Allis-Chalmers CA are offered. The Farmall, John Deere, Oliver and

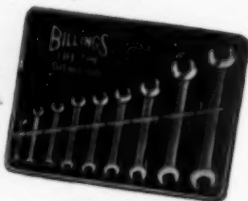
Allis-Chalmers lines also have new quick and easy mountings.

The Tygart duster is all-steel, electrically welded, and ball bearings and accurate quantity adjustments offer smooth and efficient operation, it was pointed out. It is designed for all row crops and orchards, tobacco, peanuts, cotton and vegetables.

Further information is available from the manufacturer.



LIFE-TIME® WRENCHES in sturdy plastic rolls build Sales and Profits. Six sets. Engineers', Combination, 15° and 45° Box patterns.



SET NO.
L-1009

Buy from your Billings Wholesaler

THE BILLINGS & SPENCER CO. HARTFORD, CONNECTICUT

WRENCHES • SHOP TOOLS • INDUSTRIAL PORTINGS SINCE 1897



New two-story office building recently completed by Continental Motors Corp. at 12800 Kercheval Ave., Detroit. The building adjoins the firm's recently enlarged plant and provides the air-cooled Industrial Engine Division with complete facilities under one roof. Administrative and sales offices, engineering department and service are housed in this latest addition. Machining and assembly occupy the adjoining building



**"LEVEL-CUT" Automatic
TANDEM
DISC HARROWS**

PERFECT DISCING
NO RIDGING
NO TRAILING

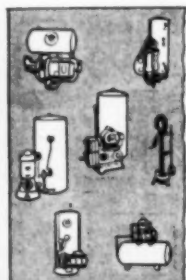


**"PROFIT
MAKERS FOR
EVERY ACRE"**

Deluxe and Standard
Tractor-drawn Models.
Sizes for Every Need.
Also Horse-drawn Disc Harrows

Write for Complete Information

THE COBEY CORPORATION **GALION, OHIO**



There's a Complete Line of

**EVERITE
Pumps**

**All are: Quality Built!
Priced Competitively!
Easy to Sell!**

Write today for detailed information on their Complete Line of Water Systems that are built to be better!

THE EVERITE PUMP & MANUFACTURING COMPANY, INC.
617 N. Prince St. • Lancaster, Pa.
"Over a quarter of a century experience"

MAKE MORE SALES...MORE PROFIT

With Complete Line Nationally
Advertised • Nationally Known

BAZOOKA

Reg. U. S. Pat. Off.

**SPIRAL GRAIN
LOADERS**

TYPE A With Famous FLEXODRIVE

BEST Grain Handler of All

Complete with carrier, highly efficient FLEKO (flexible shaft) DRIVE and motor mounted low. Moves up to 1500 bushels per hour without cracking grain. Operates at almost any angle. Quickly adjusted, easily transported, readily removed from carrier if desired. 16-foot basic length plus any extensions desired.



Four Types • Five Different Models to Meet All Grain Handling Requirements

Heavy tubing, Link Belt helicoid flighting, high speed sealed bearings throughout. Better built in every way to give long service and real value. Models for gasoline and electric power, indoor use or permanent installation. All are of sectional tube construction with 5, 10, 15 and 20 foot extensions available to make almost any length unit required. Custom built Bazookas available for special purposes.

For complete details and prompt shipment, contact distributor listed below.

DISTRIBUTED BY
IMPLEMENT SALES CO.
3485 E. Peace Dr. Leon Ave.
Decatur, Georgia

McNEES SALES CO.
340 West Olive Ave.
Memphis, Tenn.

Type B . . . Conventional Unit . . . with carrier, windlass, adjustable motor mount and idler pulley drive. 16-foot basic length with extensions available.

Type B Truck Unit . . . in 11 and 16-foot basic lengths, plus desired extensions. Universal swivel bracket for easy mounting on truck or trailer.

Type C . . . 10-foot upright tube with sectional extensions and electric motor drive at head. For vertical use or permanent installation.

Type D . . . for electric power . . . with carrier, countershaft drive and motor low on tube. 16-foot basic length with sectional extensions.



THE WYATT MANUFACTURING CO., Inc. Joyhawk Farm Implements Since 1907
6-103 5th Street, Salina, Kansas

Wide Demand 2-WAY PROFIT

LANTZ SICKLE GRINDER

REG. U. S. PAT. OFF.

1. Sell it to farmers, ranchers, highway and park maintenance men.
2. Do custom sickle grinding in your own shop.

It's simple . . . sturdy . . . speedy . . . and accurate. Grinds sickles from one to seven feet long. Grinds a uniform edge . . . maintains proper bevel . . . extends life of sickle. Saves time and expense. Keeps sickles sharper . . . means faster grass and weed cutting. Four years' use has proved its value.

ONE MAN OPERATES IT. Grinds coming and going. Spring-loaded table keeps sickle section against stone and accommodates variation in angle between different types of sections. Two grinding stones available . . . 22 and 17-degree angles.



Grinder has mounting holes drilled to hang on wall or set on bench. Available with or without 110-volt electric motor, or can be used with 14 horsepower gasoline engine for field work.

SELL these Lantz leaders. We also manufacture the Lantz Original Flexible-Grapple Hay Fork. Write for literature and dealer information.

LANTZ MANUFACTURING COMPANY, Inc.
Dept. T-904, Valparaiso, Indiana

More Farmers want LANTZ 2-BLADED COUTERS

Reg. U. S. Pat. Off.

Only Lantz makes two-bladed coulters. They cut and cover more trash than any single-blade coulters . . . even get the tough hybrid roots that a stalk cutter doesn't reach . . . bury trash where corn borers hide for the winter . . . produce clean plowing once over. Every Lantz Coulters has four Timken Bearings and two Neoprene Grease Seals. Built by coulters specialists—selection of 14 different sizes and types.

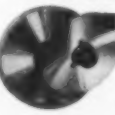
Best All-Purpose Coulters Made. Disc blade assembly may be easily removed, using coulters blade only in sod or where there's no trash problem. Gives you a single-blade coulters second to none.



The LANTZ KUTTER-KOLTER

. . . the original two-bladed coulters . . . 14 years on the market. Comes equipped with a 16", 17" or 18" coulters blade. Improved coulters permits higher plowing speeds. Proved in plowing contests and by thousands of users.

The NEW LANTZ Model B Coulters



has several engineering refinements. It's lighter, but stronger; more easily installed and has greater adaptability to plows with limited clearance. Uses 16" and 17" blades. Exclusive . . . cross-over action.



I sell
the finest...
I sell
DEMPSTER!

**because my customers want
quality water systems...**

My customers seem to want every last dollar's worth of value—no matter what they buy. They don't plan on early replacement or needless repair. They expect and demand *quality*. I guess that's why the Dempster Water System is the farmer's favorite. He's seen that 73-year-old name on some of the finest farm machinery in the country. Dempster means quality that's guaranteed. The farmer knows it... and that's why he insists on items from the famous Dempster line.

**DEMPSTER—America's
Quality Water System for the Farm!**



**SHALLOW WELL
JETMASTER**—Only
one moving part. No
special pressure tank
needed. Easily installed
and exceptionally
efficient.



**DEEP WELL JET-
MASTER**—Ideal for
offset installation, or to
be set directly over the
well. Unusually simple
in operation—only one
moving part.



**DEEP WELL WATER
SYSTEM**—Positive
lubrication. Modern
design. Available for
electric motor or gaso-
line engine operation.
Can be supplied with
windmill attachment.



**CENTRIFUGAL
PUMPS**—Impellers
are semi-enclosed for
greater efficiency. Bal-
anced drive shafts ride
on double Timken Bear-
ings. There are no better
irrigation pumps made
than Dempster Centri-
fugal Pumps.

**America's Quality Line of Farm
Water Systems**

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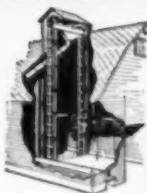
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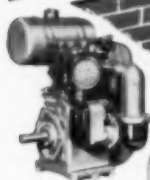
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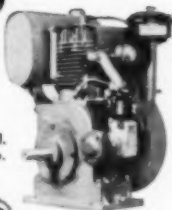
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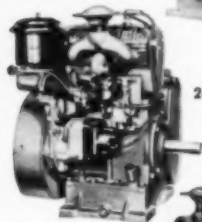
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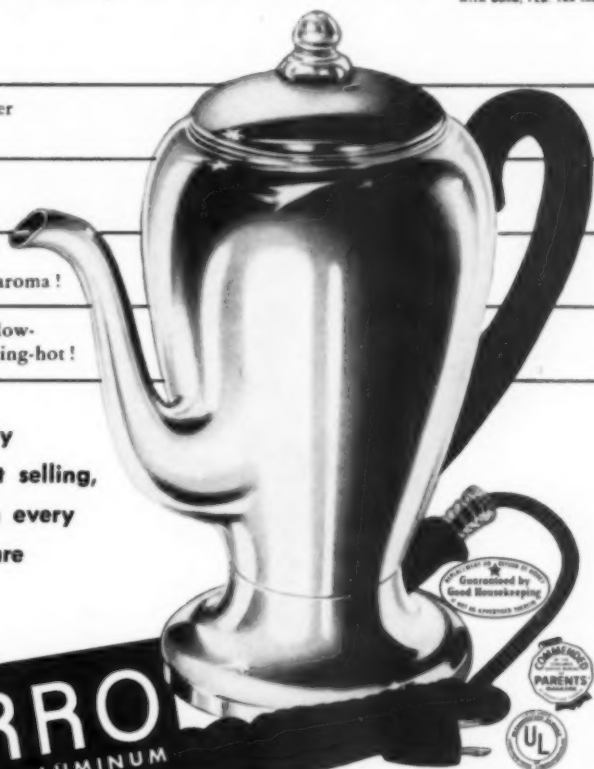
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EVERY TIME



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See Your Jobber.
7960



Red Devil Tools.
Irvington 11, New Jersey, U.S.A.



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